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State of Louisiana

Department of Health and Hospitals
Center for Community and Preventive Health

May 15, 2014

TO: LA WIC Authorized Vendors

FROM: Denise Harris, MCC, LDN, RD
Program Monitor
Nutrition Services

Joetta Ferrell, Program Manager
Nutrition Services

RE: Change in Cash Value Voucher for Fruits and Vegetables

On March 4, 2014, the USDA released the final WIC food package rule which is the final modification to the regulations that Louisiana WIC implemented in 2009. This rule is the outcome of extensive public comments and the experience of State Agencies across the nation in implementing the interim rules.

Effective June 1, 2014 the Louisiana WIC program will increase the Cash Value Voucher for fresh fruits and vegetables (CVV) issued for children to $8. The CVV for women remains at $10. There will be a transition period from June through September where authorized WIC retailers will see both the $6 and the $8 CVV being presented. If a caregiver requests the ability to redeem a $6 CVV for $8, please refer back to the local clinic. There will be a handful of caregivers who may be issued a small $2CVV. These are legitimate and may be accepted. Authorized WIC retailers must allow redemption of the CVV for the amount that is printed on the Food Instrument.

Louisiana will continue the policy implemented in 2009 that allows a caregiver to pay the difference of any overages when redeeming the CVV.

If you have any questions regarding this memorandum, please contact Denise Harris at 225-342-8905.

CC: Matthew Valliere
WIC State Agency
Regional Nutritionists

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