Bobby Jindal
GOVERNOR

Kathy H. Kliebert
SECRETARY

State of Louisiana

Department of Health and Hospitals
Center for Community and Preventive Health

May 15, 2014

TO: Regional Administrators
Assistant Regional Administrators
Regional Administrative Managers
Regional Nutritionists
Regional Nurses
WIC Contract Agencies

FROM:

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 will remain at $10.

CVVs issued to children **on or after June1 2014**, will reflect the $2 increase to $8. The change will be made in PHAME to automatically update all current prescriptions for children. There will be no need to enter a new prescription. The Louisiana WIC program issues multi-month Food Instruments and participants who have already received $6 CVVs are allowed to return to clinic to exchange for an additional $2 CVV. Instructions for printing the $2 CVV are attached.

Authorized WIC retailers must redeem the CVV for the amount that is printed on the Food Instrument. They have been instructed to refer caregivers to the issuing clinic if any questions arise.

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 or by email at Denise.Harris@la.gov .

CC: Takesha Davis
Matthew Valliere
WIC State Agency