

MARCH 17, 2015

VENDOR ALERT 2015 - 03

TO: ALL WIC VENDORS

SUBJECT: UPCOMING CHANGES TO THE FRUITS AND VEGETABLE CASH VALUE VOUCHER (CVV) – INCLUSION OF FRESH POTATOES

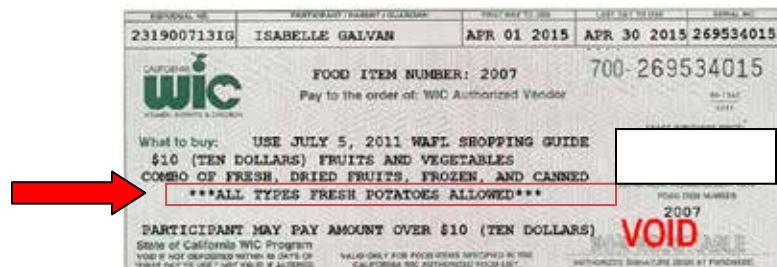
Purpose The California Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is notifying vendors of upcoming changes to the types of potatoes participants may purchase using their Fruits and Vegetables Cash Value Vouchers (CVVs). The changes will be effective on April 15, 2015.

Background The WIC Authorized Food List Shopping Guide dated July 5, 2011, states that WIC participants can purchase only sweet potatoes and yams with their CVV food instruments. Any other potatoes are not authorized for CVV redemption. On December 16, 2014, the President signed the Consolidated and Further Continuing Appropriations Act of 2015. This legislation prohibits WIC from excluding or restricting any whole or cut fresh vegetables from the list of authorized foods. Under the legislation, only fresh vegetables with added fats, sugars and oils may be restricted or prohibited from the list of authorized foods.

Summary of Changes As of April 15, 2015, WIC participants may use their CVV food instruments to purchase all types of fresh potatoes. These types of fresh potatoes include, but are not limited to:

§ White Potatoes § Red Potatoes § Purple Potatoes § Gold Potatoes
 § Russet Potatoes § Sweet Potatoes § Yams

Update to Cash Value Vouchers (CVVs) As of April 15, 2015, all CVV food instruments will include the text **“ALL TYPES FRESH POTATOES ALLOWED.”** Refer to the example below.



- Action for Vendors**
- 1) Vendors should make sure that store employees are aware of the upcoming changes to the Fruits and Vegetables CVV that will be effective April 15, 2015.
 - 2) If your store uses shelf talkers, you may place them under the bins where fresh potatoes are displayed for sale.

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- 3) Vendors must continue to honor all unexpired CVV food instruments. If the "First Day to Use" date printed is prior to April 15, 2015, use the list of acceptable fruits and vegetables on the face of the CVV to identify the items that a participant may purchase.

If the value of the fruits and vegetables selected by the participant exceeds the amount printed on the food instrument, the participant must be permitted to pay the difference with cash, debit/credit cards or EBT. Food instruments submitted for a reimbursement amount greater than the Maximum Allowable Department Reimbursement rate (such as any additional amount paid by the participant) will be rejected and returned unpaid.

Questions

If you have additional questions, contact your WIC Vendor Consultant or call toll-free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.



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