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EDMUND G. BROWN JR.
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October 05, 2018

VENDOR ALERT 2018 – 06

TO: ALL WIC VENDORS
SUBJECT: EFFECTIVE NOVEMBER 5, 2018, FRUITS AND VEGETABLES CASH VALUE VOUCHER (CVV) WILL INCREASE FOR CHILDREN.

Purpose Effective November 5, 2018, the fruits and vegetables CVV FI for children ages one (1) through four (4) years old will increase from \$8.00 to \$9.00.

Background The United States Department of Agriculture (USDA) increased the value of the CVV for children ages one (1) through four (4) years old from \$8.00 to \$9.00. This change will be implemented on November 5, 2018. No other participant category is receiving an increased CVV.

Action for Vendors Participants will begin shopping with the new CVVs on November 5, 2018. Vendors must continue to honor unexpired children's fruits and vegetables CVVs issued prior to November 5, 2018 for the amount listed on the face on the CVV. Vendors should verify the amount printed on the face of the CVV prior to acceptance. CVVs printed prior to November 5, 2018 may be presented by participants for redemption through January 2019. If the value of the fruits and vegetables selected by the participant exceeds the amount printed on the CVV, the participant must be permitted to pay the difference with cash, debit/credit cards or EBT.

Questions If you have any 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.

Lantrel Stockton, Chief
Vendor Management Branch
Women, Infants, and Children (WIC) Division



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