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September 3, 2015

**VENDOR ALERT 2015 - 10**

**TO:** ALL WIC VENDORS  
**SUBJECT:** FRUITS AND VEGETABLES FOOD INSTRUMENT CHANGES

**Purpose** The California Department of Public Health (CDPH)/Women, Infants and Children (WIC) Division is notifying vendors of upcoming changes to the Fruits and Vegetables Food Instrument (FI).

**Background** In WIC Policy Memorandum #2015-4, the U.S. Department of Agriculture increased the value of the Fruits and Vegetables FI for pregnant, postpartum, and breastfeeding women from \$10 to \$11 and the Fruits and Vegetables FI for women who are breastfeeding multiples from \$15 to \$16.50. This change will be implemented on October 1, 2015.

General questions and answers regarding redemption of the Fruits and Vegetables FI are accessible on WIC's website [www.wicworks.ca.gov](http://www.wicworks.ca.gov) under Authorized Foods and Shopping Guide FAQs.

**Summary of Changes** Effective October 1, 2015, the Fruits and Vegetables FI for pregnant, postpartum and breastfeeding women will increase from \$10 to \$11 and for women who are breastfeeding multiples from \$15 to \$16.50. The value of the Fruits and Vegetables FI for children remains unchanged at \$8.

**Reminders** [Vendor Alert 2010-06](#) clarified the Fruits and Vegetables FI redemption process. If the value of the fruits and vegetables WIC shoppers select exceeds the printed Maximum Allowable Department Reimbursement (MADR) rate on the Fruits and Vegetables FI, WIC shoppers must be permitted to pay the difference with cash or EBT. Since fruit and vegetable purchases are an allowable SNAP purchase, a WIC shopper who is also a SNAP recipient could opt to use SNAP benefits for payment of the price difference. Cash or credit/debit cards are other forms of acceptable payment.

Pursuant to your Vendor Agreement, a vendor must comply with all authorization criteria, including accepting the additional payment from the participant for the purchase of fruits and vegetables exceeding the MADR for the Fruits and Vegetables FI.

As a reminder, a Fruits and Vegetables FI may only be redeemed for up to the MADR rate. If a Fruits and Vegetables FI is submitted for reimbursement with an amount greater than the MADR rate, it will be rejected and returned unpaid.



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**Questions**

If you have any questions, please call toll-free (855) WIC-STOR or (855) 942-7867 or email: [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).

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