

FALL 2009 EDITION



# WIC'r Basket

The West Virginia Department of Health and Human Resources  
Bureau for Public Health, Office of Nutrition Services

The Vendor Newsletter of the West Virginia WIC Program

## West Virginia WIC Love To Grow Cashier Guide

The West Virginia WIC Program Approved Food List will be changing effective October 1, 2009. The name of the new food list will be the Love To Grow Shopping Guide. The new Love To Grow Shopping Guide will encourage participants to eat more fresh fruits and fresh vegetables, lower saturated fat in their diet, increase whole grains and fiber and drink less sweetened beverages and juice. The new food list will offer a variety of foods including canned salmon, canned beans, soy milk, whole wheat/whole grain bread, jarred baby food and whole grain cereal. Cash Value Vouchers to purchase fresh fruit and fresh vegetables will be issued to participants.

West Virginia WIC Approved Vendors will soon receive the Love To Grow Cashier Guide, (West Virginia WIC Approved Food List), which designates foods that will be eligible for West Virginia WIC participants to purchase beginning October 1, 2009. The current WIC Approved Food List (effective date May 2007) should not be discarded as it will be used through January 2010 to serve West Virginia WIC participants who received food vouchers prior to October 1, 2009. Cashiers will be able to determine which food list to use during a WIC transaction by checking the voucher (draft) type in the upper right hand corner of the voucher. If the voucher type is 1000 or greater, the Love to Grow Cashier Guide should be used to determine WIC Approved Foods. If the voucher type is below 999, the current 2007 West Virginia WIC Food List should be used to determine WIC Approved Foods. Vendors should remind cashiers to use both food lists through January 2010 and to honor what is written on the voucher.

Vendors, please encourage your employees to become familiar with the Love To Grow Cashier Guide as it is unique in design compared to previous food lists. The Love To Grow Cashier Shopping Guide not only lists West Virginia WIC Approved Foods, but also has tabbed sections to help cashiers find food categories easier. Checkout procedures are also included to help store employees process West Virginia WIC transactions. The Love To Grow Cashier Guide should be placed at each register and in the office along with the current food list.

## Pineapple Juice

Pineapple Juice in the 64 ounce container is not WIC Approved due to the Vitamin C content currently not meeting federal guidelines to be WIC Approved. Pineapple Juice in the 12 ounce frozen container continues to be a WIC Approved Juice.

---

## Cash Value Vouchers

Participants will be issued Cash Value Vouchers to purchase fresh fruits and fresh vegetables in WIC Approved stores. A Cash Value Voucher is a fixed dollar amount voucher which is used by WIC participants to only purchase any variety of fresh fruits and fresh vegetables. It should not be used for additional food or merchandise purchases. A list of "Not Allowed" fresh fruit and fresh vegetable types are specified in the Love To Grow Cashier Guide. Vendors, please review the "Not Allowed" information with your cashiers so they will be familiar with what is and what is not WIC Approved.

Cash Value Vouchers are printed in increments of \$6.00, \$8.00 and \$10.00. The Cash Value Voucher may be redeemed up to the maximum amount printed on the voucher and only one voucher can be used for each transaction. If the purchase price of the fresh fruits and fresh vegetables exceeds the amount allowed on the Cash Value Voucher, the WIC participant is responsible for the difference, plus tax, if paying by cash, debit or credit card. If the participant uses the SNAP (food stamp) card no tax should be added. For example, if a WIC participant purchases fresh fruits and fresh vegetables for a total of \$8.98 with a \$8.00 Cash Value Voucher, the cashier must enter the \$8.00 on the Cash Value Voucher. The participant must then pay for the \$.98 (plus tax on the difference). If the purchase price is \$7.98 the cashier should enter \$7.98 on the Cash Value Voucher. The purchase price entered on the voucher cannot exceed it's face value. The WIC participant or the store should never receive cash back for the difference on a Cash Value Voucher.

If your store uses Point of Sale (POS) devices, please make sure the proper programming changes have been made to your system to prevent problems when accepting Cash Value Vouchers.

## Cashier Training Handbook

If your store would like to obtain additional copies (limit 10 per store) of the West Virginia WIC Cashier Training Handbook, please contact the Vendor Management Unit at (304) 558-1115 or e-mail us at [www.dhhrwicvu@wv.gov](mailto:www.dhhrwicvu@wv.gov).

WEST VIRGINIA  
Department of



Joe Manchin III, Governor  
Martha Yeager Walker, Secretary

### The WIC'r Basket is published quarterly by the West Virginia WIC Program

350 Capitol Street, Room 519  
Charleston, WV 25301

Editor: Maria Bowles

Phone: (304) 558-1115

Fax: (304) 558-1541

*In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability.*

*To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326 W. Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.*