



Memorandum

#15-097

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: August 31, 2015

SUBJECT: Increase to Women's Cash Value Benefits for Fruits and Vegetables on October 1, 2015

As announced in the monthly WIC Director's webinar, there will be an increase in the cash value benefit (CVB) for all women participants effective October 1, 2015. The cash value benefit for pregnant, postpartum and breastfeeding women will increase from \$10 to \$11. Women who are exclusively breastfeeding multiples (twins, triplets etc.) will increase from \$15 to \$16.50. The value of the CVB for children remains unchanged at \$8.

This increase will enable and encourage our women participants to purchase more fruits and vegetables. To inform participants about updated cash value amount, there will be a new message on the top of Shopping List starting in October that will read:

Pregnant, breastfeeding and postpartum women can now get even more fruits and vegetables!
Fruits and vegetables are now an \$11.00 value on the Texas WIC card for women.

¡Las mujeres embarazadas, las que amamantan y las que estan en postparto ahora pueden recibir aun mas frutas y verduras! Las frutas y verduras ahora tienen un valor de \$11.00 en la tarjeta de WIC de Texas para las mujeres.

The new CVB amount and the Shopping List message will be downloaded to the clinics on Wednesday, September 30, 2015 with the end-of-day processing. If the CVB has not been updated on the Shopping List by Thursday, October 1, 2015, please have staff call the WIC Service Desk (Help Desk) at 1-800-650-1328.

If you have any questions or require additional information, contact Paula Kanter, Nutrition Specialist, at paula.kanter@dshs.state.tx.us or (512) 341-4574.