

# Cashing In With WIC Fruits & Vegetables



Women and children participants will receive a Fruit and Veggie Voucher (FVV) worth a set dollar value for fresh, frozen or canned fruits and vegetables.

- Breastfeeding Women \$10.00
- Pregnant & Postpartum Women \$8.00
- Child (age 1-5 years) \$6.00

## “Produce Power”

Fresh produce may be sold by the unit (each, bag, etc.) or by weight. Participants may need education on estimating the price of items sold by the pound so they can get the full nutrition benefit.

“A Guide for Buying Fresh Fruits and Vegetables” will be provided to WIC participants to take shopping. Use the handout to estimate the cost per item of the following examples.

Produce Item	Price per pound	Weight	Cost of Item
Red Grapes	\$ 2.49	2 lb	
Tomatoes	\$ 1.59	1 ¼ lb	
Romaine Lettuce	\$ 1.89	1 ½ lb	
Apples	\$ 2.29	3 ½ lb	
Pears	\$ 1.99	2 ¼ lb	

**Circle the items you would purchase with YOUR child’s FVV.**

## Food for Thought Discussion: “Fresh Ideas”

When shopping for fresh produce what do you look for? What tips could you share with participants?

How do **you** get the most for your money when buying fruits and vegetables? Share your favorites with the group.





## “Cashing In with the FVV”

Directions: Review the chart below. Determine several options each for Tommy, Bonita and Patty to obtain the maximum benefit with their FVV. You may need your cell phone calculator.

### Fruits

Fresh	Price	Frozen	Price	Canned	Price
Apples, 3 lb bag	\$3.00	Raspberries	\$3.00	Applesauce, plain	\$2.29
1 lb Bananas	\$0.49/lb	Strawberries	\$3.89	Peaches, packed in own juice	\$1.19
Strawberries 16 oz	2 for \$6	Berry Medley	\$3.50	Pears, packed in water	\$1.19
1.5 lb Pears	\$1.29/lb			Pineapple Tidbits	\$0.79

### Vegetables

Fresh	Price	Frozen	Price	Canned	Price
Carrots, baby 1 lb bag	\$ 0.79	Green Beans	\$ 1.50	Corn	\$ 1.29
Broccoli (pkg)	2/\$3.00	Peas & Carrots	\$ 1.50	Tomato Sauce	2/\$1.00
2 lb Tomatoes, Roma	\$2.50/lb	Stir fry Blend	\$ 2.00	Peas	\$ 0.50 (sale)
1.5 lb Cabbage	\$0.49/lb	Cauliflower	\$ 1.50	Spinach	\$ 0.89
2 lb Butternut Squash	\$1.50/lb	Corn Cobbett's (12 ct)	\$ 3.00	Mixed Vegetables (without white potatoes)	\$ 1.29

Tommy Tomato \$ 6.00	Breastfeeding Bonita \$ 10.00	Patty Pineapple \$ 8.00
<u>Item</u> <u>Price</u>	<u>Item</u> <u>Price</u>	<u>Item</u> <u>Price</u>

### Food for Thought Discussion- “Pantry Power”

What frozen and canned items do you keep on hand to put a quick meal together?

How do you prepare frozen foods?

Share your favorite meals made with frozen fruits and vegetables with the group.