Results from the NWA Fruit and Vegetable CVV Redemption Survey

Martelle Esposito, MS, MPH
National WIC Association
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Survey Details

- Survey sent to all 90 WIC state agencies in **October 2012**
- Results were collected between **October 2012 – February 2013**
- Questions asked:
  - CVV redemption rates and trends
  - Barriers and Opportunities
Survey Response

- Total Returned: 58
- 46 Geographic States
- The District of Columbia
- 10 ITOs
- 1 U.S. Territory
CVV Data Collection

- 36 agencies collected CVV data
- 22 agencies did not
2012 Monthly CVV Redemption Rate

- High: 98%
- Low: 17%
- Mean: 79%
- Median: 78%
Other Results

• Redemption Rates Have Leveled or Increased Over Time

• Redemption rates of States with EBT range from 63% to 81.2%

• 35.1% of state agencies authorize farmers’ markets to accept CVV vouchers

• 81% of state agencies use split tender; some states reported it helps, others reported it does not
Other Results

- **54.4%** of state agencies implemented an education campaign or practice or reported that a retail grocer had done so; some states reported it helps, others reported it does not.

- **39.7%** of states reported that grocers in their states pre-bundles produce in set dollar amounts; some states reported it helps, others reported it does not.
Top Redemption Rates

- California: 98%
- South Carolina: 96%
- Zuni: 95%
- Washington: 95%
- Louisiana: 93%
California: 98% Redemption Rate

- Redemption rate increased over time
- No EBT
- Uses split tender
- Authorizes farmers’ markets to accept CVVs
- Some grocers in state are pre-packaging bundles of fruits and vegetables by price
- Education push around CVVs
Conclusions

• There is not a one-size fits all model to solving this problem

• California can provide us with some examples of what they have done to help get their redemption rate so high