

WISCONSIN WIC PROGRAM

Increasing Fruit and Vegetable Sales



INTRODUCTION

Thank you for making fruits and vegetables available to WIC customers. You are a valuable partner in improving the life and health of women, infants, and children in Wisconsin.

This guide may help increase your fruit and vegetable sales by providing tips on stocking and sales.

WIC-authorized vendors are also required to stock five types of fresh, frozen, or canned fruits; two must be fresh (not including lemons and limes). As well as five types of fresh, frozen, or canned vegetables; two must be fresh (not including onions, garlic, and ginger root). Please see P-44578 WIC Approved Food Guide for specific fruits and vegetables that are allowed.

Storage and Shelf Life

Fruits and vegetables require different temperatures to maintain their freshness. All cut fruits and vegetables need to be refrigerated.

Group A (32-35°F)	Shelf Life (days)
Fruits	
Apples	14
Cantaloupe	7
Grapes	7
Kiwifruit	10
Strawberries	5
Vegetables	
Asparagus	7
Broccoli	7
Cabbage	14
Carrots	14
Cauliflower	7
Celery	10
Collard Greens	7
Corn	6
Lettuce	7
Mushrooms	7

Group B (45-50°F)	Shelf Life (days)
Fruits	
Grapefruit	12
Lemons/limes	10
Mango	7
Oranges	10
Pineapple	10
Vegetables	
Bell Peppers	7
Eggplant	3-4
Green Beans	7
Yellow Squash	7
Zucchini	7

Group C (55-64°F, or an air conditioned-room)	Shelf Life (days)
Fruits	
Bananas	Up to 10
Papaya	4
Watermelon	10
Vegetables	
Acorn Squash	14
Butternut Squash	14
Onions	30
Sweet Potatoes	14
Tomatoes	10

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TIPS

- ◇ Place individual fruits, such as apples or bananas, near the register. Encourage WIC participants to add these to their basket if their fruit and vegetable check is not being spent at full value.
- ◇ Remember canned and frozen fruits and vegetables are allowed as well.
- ◇ Stock fruits and vegetables in even dollar increment baskets. This takes away price per pound confusion and encourages WIC participants to spend a greater amount of their fruit and vegetable check.
- ◇ Display produce in the front of your store, by the entrance.
- ◇ Draw attention to your fruits and vegetables with easy to read signs. Make sure the price is clearly labeled.



Pete's Fruit Market, Milwaukee

***WIC customers may pay
the difference if their
purchase is over the
amount of their fruit and
vegetable check.***

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