F&V Vouchers not used in full amount

**Client**
- Don’t know how to incorporate fruits and veggies into their diet
- Prefer not to eat fruits and veggies
- Other resources to use first (SNAP benefits)
- Fruits and veggies spoil too fast
- Participants don’t know how to use voucher

**State**
- Participants don’t know what is allowed
- Forget to use vouchers / forget at home
- They don’t care about using the voucher
- Too much of a hassle to use vouchers
- Lack of knowledge on importance of fruits and veggies

**WIC Staff**
- Participants don’t know how to use voucher
- Participants don’t know how to incorporate fruits and veggies into diet
- Poor labeling of WIC allowed foods
- UPC code issues

**Vendor**
- Cashiers need more training
- Too much of a hassle to use vouchers
- Produce scales are not calibrated
- Participants don’t know what is allowed
- Poor labeling of WIC allowed foods
- UPC code issues