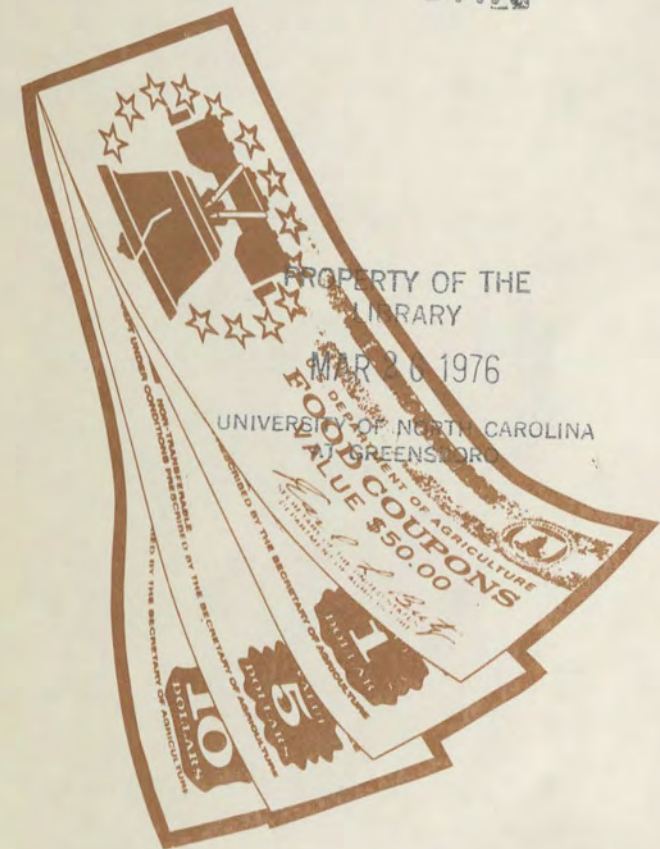


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Introducing the New Food Stamp Series

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U.S. DEPARTMENT OF AGRICULTURE
FOOD AND NUTRITION SERVICE
WASHINGTON, D.C. 20250
OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300

POSTAGE & FEES PAID
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AGRICULTURE
AGR 101



Introducing the New Food Stamp Series

On March 1, 1975, the U.S. Department of Agriculture is introducing a new series of food stamps — \$1, \$5 and \$10 coupons.

Eliminating the 50¢ and \$2 coupons, the new series introduces \$1 and \$10 coupons and a redesigned \$5 coupon incorporated into newly designed coupon books. There are also new coupon colors: brown (\$1), purple (\$5), and blue-green (\$10).

WHY NEW COUPONS AND COUPON BOOKS?

The main reasons are:

- Rising coupon allotments and the corresponding increase in volume of coupons needed to meet those allotments.
- Larger coupon values reduce shipping and production costs.
- The added security of a more sophisticated design to deter counterfeiting.

WHEN ARE THE NEW COUPONS BEING ISSUED?

1. The new food coupons are scheduled for issuance on March 1, 1975.
2. All old coupons not issued by Feb. 28, 1975 will be collected and destroyed.
3. Household sized books will not be issued after Feb. 28, 1975.

WHAT ARE THE VALUES AND COLORS OF THE NEW COUPON BOOKS?

<u>Coupon Book Value</u>	<u>Color of Ink on Book Cover</u>	<u>Coupons Inside Book</u>
\$ 2	Green	Two \$1
\$ 7	Purple	One \$5, two \$1
\$40	Brownish-gold	Two \$10, three \$5, five \$1
\$50	Blue	Three \$10, three \$5, five \$1
\$65	Reddish-brown	Four \$10, four \$5, five \$1

4. New tables of issuance are being formulated and must be strictly adhered to when monthly coupon allotments are distributed.

HOW CAN RETAILERS AND BANKS REDEEM THE NEW COUPONS?

1. Procedures for accepting and redeeming coupons remain the same. The \$5 and \$10 coupons can be accepted only when they are presented with coupon books bearing the corresponding serial numbers.
2. The \$1 coupon replaces the 50¢ coupon for changemaking and may be accepted without an accompanying book cover. Retailers should keep a supply of unendorsed \$1 coupons on hand to give recipients for every \$1 of change. When the change due is less than \$1, the recipient has the option of (a) receiving a credit slip for 99¢ or less; (b) purchasing eligible foods worth the amount due; or (c) paying the difference in cash between the cost of the purchase and the next lower even dollar amount.

NOTE: Retailers should keep a supply of 50¢ coupons on hand for making change until there is a sufficient supply of \$1 coupons in circulation.

3. Retailers and wholesalers will be unable to accept old coupons after July 1, 1975. Recipients must spend old coupons by that date. Retailers should redeem old coupons, including the 50¢ coupons formerly used for making change, as soon as possible after July 1. Banks will continue to accept old coupons for redemption until Aug. 1, 1975.

4. When redeeming coupons, retailers must separate old and new \$5 coupons before depositing them with a bank or wholesaler. Wholesalers and banks must also separate old and new coupons when depositing them with Federal Reserve banks.

FOR FURTHER INFORMATION, CONTACT THE U.S. DEPARTMENT OF AGRICULTURE'S FOOD AND NUTRITION SERVICE.

All programs of the U.S. Department of Agriculture are available to everyone without regard to race, creed, color, sex, national origin, or political belief.