

Enhanced WIC Fruit and Vegetable Benefits Summary

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In the FY 2010 Agriculture Appropriations Congress provided a \$2 boost to the value of the fruit and vegetable vouchers for women participating in WIC. This increase will bring the women's fruit and vegetable vouchers up to the \$10 per month recommended by the Institute of Medicine when it undertook its expert review of the WIC food package.

Implementation

USDA is going to fast track the regulations governing the additional fruit and vegetable benefits aiming to complete the process in 60 days. Once USDA issues the new regulations States can add the new funding to the fruit and vegetable vouchers for women. States should be able to implement the additional funding for fruit and vegetable vouchers this winter, most likely in January. All States must implement the new benefit level by six months after the date of enactment.

Total Value of New Benefits

This year, depending on the timing of implementation, these benefits will be worth from \$27,000,000 to \$41,000,000 in additional fruits and vegetables for women in the WIC program. See FRAC's website for the *Estimated State-by-State Value of the Additional Fruit and Vegetable Benefits for Women*. Next year, the first full year of implementation, the value of these additional benefits will be approximately \$55,000,000. Over the next five years these additional benefits will be worth a quarter of a billion dollars in additional fruits and vegetables for woman in the WIC program.

Additional Information

See FRAC's WIC website <http://www.frac.org/WIC/index.htm> for the following materials:

- *The WIC Food Package: More Fruits and Vegetables Support Good Health and Healthy Communities (Fact Sheet)*
- *Time for a Change Guide: Maximizing the Benefits of the New WIC Foods*
- *Estimated State-by-State Value of the Additional Fruit and Vegetable Benefits for Women*

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