

Making the Most of WIC's Fruit and Vegetable Benefits Increase

Outreach Toolkit for WIC Partners

What is the WIC Fruit and Vegetable Benefit Increase?

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is increasing the monthly value of fruits and vegetables benefits in both the women's and children's food packages to \$35 per month for four months. This more than triples the usual benefit of \$9 for fruits and vegetables per month for children and \$11 per month for women. Most states are distributing the increased benefits June through September 2021.

The American Rescue Plan provides funding for states to increase the monthly WIC benefit to help families cope with the increased food insecurity and support good health during the COVID-19 pandemic.

To learn more, view FRAC's brief, [*Expanding Fruit and Vegetable Benefits in WIC: A Key Provision for WIC Participants and State Agencies*](#).

How Can You Help Make the Most of the Fruit and Vegetable Benefit Increase?

To help ensure the WIC fruit and vegetable benefit increase is a success, you can help spread the word about the benefit increase to your networks and partners through the messaging and graphics provided in this toolkit.

Increasing awareness of the fruit and vegetable benefit increase will:

- 1) Help ensure current WIC participants fully utilize the increased amount of money for fruits and vegetables in their monthly food package
- 2) Encourage individuals eligible but not participating in WIC to enroll due to the increased value of the food package
- 3) Help WIC vendors, including grocery stores and markets, prepare additional inventory and staff to account for the increased produce purchasing power of WIC participants

This toolkit offers customizable social media posts, graphics, and print materials for you to share.

Questions? Please contact Katie Jacobs at kjacobs@frac.org.

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Messaging Materials

Social Media Graphics and Captions

Find all our social media graphics [here](#). Download graphics in [English](#), [Simplified Chinese](#), and [Spanish](#). You can find the link to your state’s WIC website [here](#). Social media icons denote which platform the post is intended for. If needed, you can shorten the length of your state’s WIC website app.bitly.com.

Tell WIC participants to redeem their additional benefits.

Sample Social Post 1

WIC participants get \$35 per month for fruits and vegetables this summer—over 3x the usual value! You can buy more fruits and veggies when shopping at your local WIC store or market. This change is automatic. For more info, visit [INSERT STATE WIC WEBSITE]. #WICWorks



Sample Social Post 2

WIC’s fruit and vegetable benefit is increasing to \$35 per month this summer—over 3x the usual value! Make sure you redeem these additional benefits at your local WIC store or market each month. For more info, visit [INSERT STATE WIC WEBSITE]. #WICWorks



Sample Social Post 3*

WIC’s fruit and vegetable benefit is increasing to \$35 per month this summer—over 3x the usual value! Redeem these additional benefits and get tasty fresh fruits and vegetables at your local farmers market. For more info, visit [INSERT STATE WIC WEBSITE]. #WICWorks



**Not all states allow WIC Cash Value Benefits for fruits and vegetables to be redeemed at farmers markets. Check your [state’s WIC website](#) to see if this option is available.*

Tell potentially eligible WIC participants to apply for WIC to receive the increased benefit.

Sample Social Post 4

This summer, WIC participants will get \$35 each month to buy their favorite fruits and veggies—over 3x the usual value! If you're not enrolled in WIC, now is the time to apply. See if you're eligible for WIC at [signupwic.com or INSERT STATE WIC WEBSITE LINK]. Applying for and receiving WIC benefits do not impact immigration status, and will not be considered in a public charge test.



Sample Social Post 5

Make the most of your summer with increased fruit and vegetable cash value benefits available in WIC. Apply to see if you're eligible for WIC at [signupwic.com or INSERT STATE WIC WEBSITE LINK]. Applying for and receiving WIC benefits do not impact immigration status, and will not be considered in a public charge test.



Download these ready-to-use and customizable graphics and more in [English](#), [Spanish](#), and [Chinese](#) for Twitter, Facebook, and Instagram [here](#). You can find the link to your state's WIC website [here](#).

Sample Email/Newsletter

Also available in [Simplified Chinese](#) and [Spanish](#). You can find the link to your state's WIC website [here](#).

Sample Email/Newsletter 1 - To Current and Potentially Eligible WIC Families

This summer, WIC participants will get \$35 per month to buy their favorite fruits and veggies—over 3 times the usual benefit value! Make sure you redeem these additional benefits at your local WIC store or market each month.

If you're not enrolled in WIC, now is the time to apply. See if you're eligible for WIC at [signupwic.com](#) or [INSERT STATE WIC WEBSITE LINK]. Applying for and receiving WIC benefits do not impact immigration status, and will not be considered in a public charge test.

Sample Email/Newsletter 2 - To WIC Approved Vendors (WIC Stores and Markets)

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides cash value benefits to participants to redeem fruits and vegetables at their local WIC approved vendor. WIC participants get \$35 per month for fruits and vegetables this summer—over 3 times the usual value. [INSERT STATE] WIC is distributing the increased benefits now through [INSERT DATE, USUALLY SEPTEMBER 2021].

You can help WIC participants maximize this benefit by stocking up on quality fruits and vegetables and by promoting the benefit increase at your location using messaging and materials provided in [this communications toolkit](#).

For more information on the fruit and vegetable benefit increase, view the [U.S. Department of Agriculture press release](#).

Sample Email/Newsletter 3 - To Your Partner Organizations

Participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) get \$35 per month for fruits and vegetables this summer—over 3 times the usual value! [INSERT STATE] WIC is distributing the increased benefits now through [INSERT DATE, USUALLY SEPTEMBER 2021].

Join us in spreading the word about the four-month fruit and vegetable benefit increase. You can use sample messaging and graphics in the [Food Research & Action Center's Outreach Toolkit](#) to spread the word to your clients and networks.

**Note: Please feel free to adapt these samples to match your or your organization's voice as you see fit.*

Flyer

The fact sheet is available in [English](#), and [Simplified Chinese](#).

WIC \$35 a month in fruits and veggies are here!
You can buy more fruits and veggies when shopping at your local WIC store or market. This change is automatic! Be sure to redeem them each month.

3x MORE \$\$ FOR FRUITS AND VEGGIES
Example: a WIC family with a pregnant woman and two children will receive \$105 in benefits for each summer month.

NOT ON WIC? APPLY TO SEE IF YOU'RE ELIGIBLE!
Go to sign-up-wic.com

Applying for and receiving WIC benefits do not impact immigration status, and will not be considered in a public charge test.

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好消息! WIC每月为您提供\$35的水果和蔬菜!
今年夏天, WIC使用者每月可以得到\$35用来购买水果和蔬菜, 比以往多三倍! 可以在当地的WIC商店购买, 提醒使用者, 当月的钱一定要当月用完。

3倍 更多的钱买水果和蔬菜
例如: 一个WIC家庭有一名孕妇和两个孩子, 今年夏天每个月将获得105美元的福利。

不在WIC上?
申请看看你是否有资格!
访问 sign-up-wic.com

申请和领取WIC福利不会影响移民身份, 也不会考虑公共负担的影响。

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Text Messaging

Also available in [Simplified Chinese](#) and [Spanish](#). You can find the link to your state's WIC website [here](#).

Sample Text 1 - To Current WIC Participants

This summer, WIC participants will each get \$35 per month to buy their favorite fruits and veggies-3x times the usual value! Be sure to redeem these additional benefits at your local WIC store or market each month.

Sample Text 2 - To Potentially Eligible WIC Families

EXTRA VEGGIES & FRUITS THIS SUMMER 🍉🍌🍓🍎🍇🥥🥦🥬 This summer, kids and moms will each get \$35 per month in WIC benefits to buy fruits and veggies — over 3x the usual value! This change is automatic. If you're not enrolled in WIC, now is the time to apply → [INSERT STATE WIC WEBSITE LINK].

Website Update

Also available in [Simplified Chinese](#) and [Spanish](#). You can find the link to your state's WIC website [here](#).

WIC Participants now get \$35 per month for fruits and vegetables—over 3x the usual value! The temporary increase runs now through [INSERT MONTH]. WIC participants can buy more fruits and veggies when shopping at the local WIC store or market. This change is automatic. Make sure to use all your benefits each month as they do not roll over into the next month if unused. For questions about the extra fruit and vegetable benefit call your local WIC office: [INSERT STATE WIC WEBSITE LINK].

Additional Resources

Example Outreach Resources Catalog

You can find additional examples of messaging about the WIC increase in fruit and vegetable benefits [here](#).

Follow Us and Tag Us

Follow us on Twitter [@fractweets](#), Facebook [@foodresearchandactioncenter](#), and Instagram [@fracgram](#) for updates on the WIC fruit and vegetable benefit increase and the latest on the federal nutrition programs.

Don't forget to include the #WICWorks hashtag in your posts, as well as tag FRAC. We'll also keep an eye on your posts to amplify them.