

WIC Food Packages Outreach Toolkit

In April 2024, the U.S. Department of Agriculture (USDA) published a [final rule](#) revising the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) food packages. The rule includes important updates that will enhance equitable access to nutritious food, improve nutritional quality of the foods offered, and make WIC more participant centered. Of central importance, this update makes permanent increases in the Cash Value Benefit (CVB) for fruits and vegetables.

The WIC food packages provide supplemental foods designed to address the specific nutritional needs of income-eligible pregnant, breastfeeding, and non-breastfeeding postpartum individuals, infants, and children up to 5 years of age who are at nutritional risk.

WIC participants receive a monthly benefit from one of seven science-based food packages, according to their life-stage nutritional needs. Participants then use their WIC Electronic Benefit Transfer (EBT) card to buy the food and beverages in their package.

USDA [periodically updates the WIC food packages](#) to reflect current nutrition science.

Intended to help WIC partners spread awareness about the new WIC food packages and promote the fruit and vegetable increases, this toolkit offers customizable social media posts, graphics, and print materials for you to share.

Content

- New WIC Food Packages at a Glance: FAQs
- Social Media Sample Posts and Customizable Graphics
- Sample Email/Newsletter
- Text Messaging
- Join the Conversation

Please contact Alex Ashbrook, WIC and Root Causes director, at aashbrook@frac.org with any questions.

New WIC Food Packages at a Glance: Frequently Asked Questions (FAQs)

What Are the WIC Food Packages?

The WIC food packages provide supplemental foods tailored to meet the specific nutritional needs of WIC participants. There are seven science-based monthly food packages that are available depending on the WIC participant's life stage and corresponding nutritional needs. WIC participants use an Electronic Benefit Transfer (EBT) card to purchase food and beverages that align with their WIC food package at participating WIC retailers.

Why Were the WIC Food Packages Updated?

The law requires USDA to conduct a comprehensive scientific review at least every 10 years to update WIC food packages. [USDA announced](#) that the updates will align the WIC food packages with the [current Dietary Guidelines for Americans](#) and reflect recommendations from the [National Academies of Science, Engineering, and Medicine](#), while promoting food security and equity and considering program administration.

To inform the final rule, USDA Food and Nutrition Service (FNS) received more than [17,000 comments](#) during the 90-day comment period.

What Are the Key Updates?

The 2024 new WIC food packages:

- support the consumption of more fruits and vegetables by permanently increasing the Cash Value Benefit amounts;
- increase access to whole grains in breakfast cereal, bread, and grains;
- reduce the amount of sugar in yogurt and milks;
- maximize food choice to reflect dietary guidance and accommodate cultural and individual preferences, including traditional foodways, allergies, and vegetarian and vegan eating patterns;
- provide more support across a wider range of breastfeeding levels so that breastfeeding is not an all or nothing choice; and
- increase the allowable range of food packages sizes to improve the ease of shopping to help reduce disparities in program delivery.

What Is the WIC Fruits and Vegetables Cash Value Benefit Increase?

The updated WIC food packages permanently increase the monthly Cash Value Benefit of the fruits and vegetables benefit within the children's food package and the food packages for pregnant and postpartum individuals.

The CVB for fiscal year 2024 is \$26 for child participants, \$47 for pregnant and postpartum participants, and \$52 for mostly and fully breastfeeding participants. These values will be adjusted by USDA in subsequent years to account for inflation. The increased Cash Value Benefit provides a vital opportunity to support WIC participants' consumption of fruits and vegetables. Key steps include:

- helping ensure current WIC participants fully utilize the increased amount of money for fruits and vegetables in their monthly food package;
- encouraging individuals who are eligible but not participating in WIC to enroll due to the increased value of the food packages; and
- helping WIC vendors, including grocery stores and markets, prepare additional inventory and staff to account for the increased produce-purchasing power of WIC participants.

When Do WIC State Agencies Need to Implement the New WIC Food Packages?

The USDA rule goes into effect June 17, 2024, and WIC state agencies must implement the increased CVB by then. Since WIC state agencies currently have the CVB in place at this level due to the appropriations bill, they are already in compliance, which should result in a seamless experience for WIC participants. For other key provisions, WIC agencies may begin implementation starting June 17, and must have them in place within 24 months of the rule's publication (April 20, 2026), aside from the vitamin D requirement for yogurt for which they have 36 months to implement. For more, see this [FNS policy memorandum](#) for the timeline and parameters for implementation of the provisions of the final rule.

What Can Anti-Hunger Partners Do to Help States Implement the WIC Food Packages in Ways That Support Equitable Access?

Anti-hunger partners can support a successful implementation of the new WIC food packages. To safeguard the value of these new food packages improvements and help ensure availability and equitable access to all of the food choices in stores, Food Research & Action Center (FRAC) recommends working with your WIC state agency to develop implementation plans that:

- engage WIC participants in all aspects of WIC food packages implementation planning;
- require state and local agency vendor training, resources, support, oversight, and appropriate stocking rules;
- provide WIC participants with adequate training and easy-to-use options to determine if a food is WIC-eligible, to report and resolve problems, to check food benefits levels and expiration dates, and to receive food benefits expiration reminders;
- support the production of a comprehensive culturally appropriate education and promotion campaign to ensure participants can maximize the new food packages options;
- create a central database of foods meeting the WIC nutrition standards;
- provide ample support to increase the availability of authorized WIC stores in underserved areas, utilize farmers' markets, and encourage WIC online ordering; and
- leverage the work of the USDA, FNS, Office of Innovation, and Supplemental Nutrition and Safety Programs initiatives to improve, modernize, and simplify the WIC shopping experience to support implementation.

What Resources Does USDA Have to Help Increase Awareness About the Food Packages?

USDA's FNS has a series of excellent resources to promote the WIC food packages, including:

- [WIC Food Packages webpage](#)
- [WIC Benefits video](#)
- [Infographic](#)
- [Changes to the WIC Food Packages Questions & Answers](#)

Social Media Sample Posts and Customizable Graphics

- [Find customizable social media graphics here.](#)
- You can find the link to your state's WIC website [here.](#)
- If needed, you can shorten the length of your state's WIC website link at app.bitly.com.

New WIC Food Packages Makes Significant Improvements

- ✓ Permanently increases the Cash Value Benefit for Food and Vegetables.
- ✓ Increases access to whole grains in breakfast cereal, bread, and grains.
- ✓ Reduces the amount of sugar in yogurt and milks.
- ✓ Maximizes food choice to reflect dietary guidance and accommodate cultural and individual preferences.
- ✓ Allows states more flexibility on food packaging sizes, improving shopping experience for participants.



FRAC
Food Research & Action Center

The Updated WIC Food Packages

- Funding for More Fruits and Vegetables
- Accommodates Cultural and Dietary Needs
- More Flexibility and Support for Breastfeeding Goals

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More Fruits! More Vegetables!

Each Month

\$26 for Children

\$47 for Postpartum
Participants

\$52 for Breastfeeding
Participants



**Eat Healthier With WIC;
Get the Nutrition You and Your
Children Need to Thrive!**

\$47 Per Month

for Pregnant and
Postpartum individuals

Learn about the updated WIC Food Packages



WHY WIC?



WIC provides nutritious foods with monthly WIC food package benefits for pregnant and post partum individuals, mostly and fully breastfeeding individuals, infants, and children up to age 5.



WIC enhances equitable access to nutritious food, improves nutritional quality of the foods offered, and make WIC more participant centered.



WIC provides supplemental foods tailored to meet the specific nutritional needs of WIC participants.





Sample Social Media Post 1

- Healthy food options. More flexibility and support. @USDANutrition recently published a final rule revising the #WIC food package. Learn about the important updates and why #WICWorks. <https://www.fns.usda.gov/wic/fr-041824>

Sample Social Media Post 2

- DYK? The updated #WIC Food Package enhances access to quality, healthy foods, is more participant-centered, and provides more flexibility and support. Learn about the important updates and why #WICWorks. <https://www.fns.usda.gov/wic/fr-041824>

Sample Social Media Post 3

- Children participating in #WIC now get \$26 per month for fruits and vegetables. You can buy more fruits and veggies when shopping at your local WIC store or market. For more info, visit [INSERT STATE WIC WEBSITE]. #WICWorks

Sample Social Post 4

- DYK? WIC's fruits and vegetables benefit increased to \$47 per month for pregnant and postpartum individuals. Redeem the additional benefits at your local WIC store or market each month. For more info, visit [INSERT STATE WIC WEBSITE]. #WICWorks

Sample Social Post 5*

- WIC's fruit and veggie benefit increased to \$26 per month for children, \$47 for pregnant and postpartum individuals, and \$52 for those breastfeeding. Redeem these 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 the WIC Cash Value Benefit for fruits and vegetables to be redeemed at farmers' markets. Check your [state's WIC website](#) to see if this option is available.*

Sample Social Post 6

- Families participating in WIC get \$26 each month to buy their favorite fruits and veggies. 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].

Sample Social Post 7

- Pregnant and postpartum individuals participating in WIC get \$47 each month, and breastfeeding individuals get \$52 to buy their favorite fruits and veggies. If you're not enrolled in #WIC, applying for and receiving WIC benefits has never been easier. See if you're eligible at [signupwic.com or INSERT STATE WIC WEBSITE LINK].

Sample Email/Newsletter

You can find the link to your state's WIC website [here](#).

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

WIC participants now have permanent access to more fruits and vegetables benefits per month. The benefit is \$26 for children, \$47 for pregnant and postpartum individuals, and \$52 for mostly and fully breastfeeding participants. 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 does 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 for fruits and vegetables at their local WIC-approved vendor.

The updated WIC food packages permanently increase the children's benefit to \$26 per

month; the benefit for pregnant and postpartum participants increases to \$47 per month; and the benefit for mostly and fully breastfeeding participants to \$52.

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 the [Food Research & Action Center's Outreach Toolkit](#).

For more information on the fruits and vegetables benefit increase, visit the [U.S. Department of Agriculture's \(USDA\) resource webpage](#).

Sample Email/Newsletter 3 — To Your Partner Organizations

The U.S. Department of Agriculture (USDA) published a [final rule](#) revising the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) food packages. The rule includes important updates that will enhance equitable access to nutritious food, improve nutritional quality of the foods offered, and make WIC more participant-centered.

Of central importance, this update makes permanent increases in the Cash Value Benefit (CVB) for fruits and vegetables.

The fruits and vegetables benefit increased to \$26 per month for children, \$47 per month for pregnant and postpartum participants, and \$52 for mostly and fully breastfeeding participants. Join us in spreading the word about updates to the WIC food packages and the fruits and vegetables 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.

Text Messaging

You can find the link to your state's WIC website [here](#).

Sample Text 1 — To Current WIC Participants

WIC participants get \$26 for children and \$47 for pregnant and postpartum individuals, and \$52 for breastfeeding participants per month to buy their favorite fruits and veggies! 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 WITH WIC: kids get \$26, pregnant and postpartum individuals get \$47, and breastfeeding participants get \$52 per month, in WIC benefits to buy fruits and veggies. If you're not enrolled in WIC, now is the time to apply, it's never been easier [INSERT STATE WIC WEBSITE LINK].

Follow Us and Tag Us

Follow us on X (formerly Twitter) @fractweets, Facebook @foodresearchandactioncenter, LinkedIn @food-research-and-action-center and Instagram @fracgram for updates on the WIC fruits and vegetables benefit increase and the latest on the federal nutrition programs.

Don't forget to include hashtags #WICWorks and #WIC in your posts, as well as tag FRAC on social media channels. We'll also keep an eye on your posts to amplify them.