

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) has increased the monthly value of the fruit and vegetable benefit within the children's food package and the food packages for pregnant and postpartum individuals. The benefit is increased to \$24 per month for children, \$43 per month for pregnant and postpartum individuals, and \$47 per month for fully and partially breastfeeding individuals. This more than doubles the usual benefit of \$9 for fruits and vegetables per month for children and more than triples the usual \$11 per month for pregnant and postpartum individuals. States are distributing the increased benefits now through September 2022.

This increased monthly WIC benefit can help alleviate food insecurity for families with young children and support good health during the COVID-19 pandemic.

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

To help maximize the WIC fruit and vegetable benefit increase, 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; and
- 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 about the fruit and vegetable benefit increase? 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](#). 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 at app.bitly.com.

Tell WIC participants to redeem their additional benefits.

Sample Social Post 1

Children in WIC now get \$24 per month for fruits and vegetables through September – almost 3x the usual value! 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 2

WIC’s fruit and vegetable benefit is increased to \$43+ per month for pregnant and postpartum individuals through September—over 3x the usual value! 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 3*

WIC’s fruit and veggie benefit increased to \$24 per month for children and \$43+ for moms—over 3x the usual value! 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 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

Now through September, children participating in WIC will get \$24 each month to buy their favorite fruits and veggies - almost 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].

Sample Social Post 5

Now through September, pregnant, postpartum, and breastfeeding individuals participating in WIC will get \$43+ each month to buy their favorite fruits and veggies - over 3x the usual value! 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 Social Post 6

Make the most of summer with increased fruit and vegetable 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 does not impact immigration status, and will not be considered in a public charge test.

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

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

Through the end of September, WIC participants will get more fruit and vegetable benefits per month to buy their favorite fruits and veggies. The benefit is increased to \$24 for children, \$43 for pregnant and postpartum individuals, and \$47 for breastfeeding individuals. 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. Children participating in WIC get \$24 per month. Pregnant and postpartum participants get \$43 per month and breastfeeding participants \$47 per month for fruits and vegetables - over 3x the usual value. [INSERT STATE] WIC is distributing the increased benefits now through September 2022.

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

The monthly fruit and vegetable benefit for participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is increased to three times the usual value. The fruit and vegetable benefit is increased to \$24 per month for children, \$43 per month for pregnant and postpartum participants, and \$47 per month for breastfeeding participants. [INSERT STATE] WIC is distributing the increased benefits now through September 2022.

Join us in spreading the word about the 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.

Flyer

WIC monthly fruit and veggie increase for moms & kids is here!

Moms get \$43+ and kids get \$24 for fruits and veggies each month when shopping at their local WIC store or market.

This change is automatic! Be sure to redeem them each month.

3x MORE \$\$ FOR FRUITS AND VEGGIES

Example: a family participating in WIC with a pregnant individual and two children will receive \$91 in fruit and vegetable benefits each month now through September.

NOT ON WIC?
Apply to see if you're eligible!
Go to sign-up-wic.com

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

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Text Messaging

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

Sample Text 1 - To Current WIC Participants

Through the end of September, WIC participants will get \$24 for children and \$43 for moms and pregnant individuals 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 WITH WIC 🍉🍌🍓🍌🍇🍈🥦🥬 Through the end of September, kids will get \$24 and moms will get \$43+ per month in WIC benefits to buy fruits and veggies — over 3x the usual value! If you're not enrolled in WIC, now is the time to apply, it's never been easier → [INSERT STATE WIC WEBSITE LINK].

Website Update

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

WIC has increased fruit and vegetable benefits. Children participating in WIC receive \$24 per month, pregnant and postpartum participants receive \$43 per month, and breastfeeding participants receive \$47 per month for fruits and vegetables - over 3x the usual value. The temporary increase runs now through September 2022. WIC participants can buy more fruits and vegetables when shopping at their 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. For questions about the extra fruit and vegetable benefit contact your local WIC office: [INSERT STATE WIC WEBSITE LINK].

Additional Resources

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.