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Veggies and Fruits Increase Provides More Nutritional Access to WIC Families

On March 12, 2021, the American Rescue Plan Act authorized State WIC Agencies to enhance the WIC benefit for a period of four months, expanding the vegetable and fruit voucher from $9/month for children and $11/month for women to $35/month per participant. WIC’s vegetable and fruit voucher – known as the Cash Value Benefit (CVB) – was first introduced in 2007 as part of a decades-long effort by the National WIC Association (NWA) to increase the nutritional quality of WIC-approved foods. The CVB is credited with improving the [dietary quality](https://www.ncbi.nlm.nih.gov/pubmed/26276067) of WIC participants and reducing the prevalence of [childhood obesity](https://www.cdc.gov/mmwr/volumes/68/wr/mm6846a3.htm?s_cid=mm6846a3_w) among WIC toddlers.

[**INSERT STATE**] WIC will be implementing the CVB increase beginning [**INSERT DATE**] until [**INSERT DATE**].

[**INSERT** **STATE**] residents can find out if they are eligible for WIC by going to signupwic.com.

[**INSERT QUOTE FROM STATE DIRECTOR ON WHAT THE CVB MEANS FOR FAMILIES IN YOUR STATE**]

*Rev. Douglas Greenaway, President & CEO of the National WIC Association, issued the following statement in response:*

“With far too many families struggling during the COVID-19 pandemic to afford the healthy foods that help grow healthy children, this temporary boost to the WIC benefit is an investment in our nation’s future,” said Rev. Douglas Greenaway, President & CEO of the National WIC Association. “Increased access to vegetables and fruits is a critical step toward ensuring that children have access to vital nutrients, curbing childhood obesity rates while strengthening our local farm economies. In communities across the country, WIC is ready to help as parents continue to navigate the COVID-19 crisis.”