

JUST IN TIME FOR SUMMER



More money for fruits and vegetables from WIC

Vegetable and Fruit Increase Provides More Nutritional Access to WIC Families

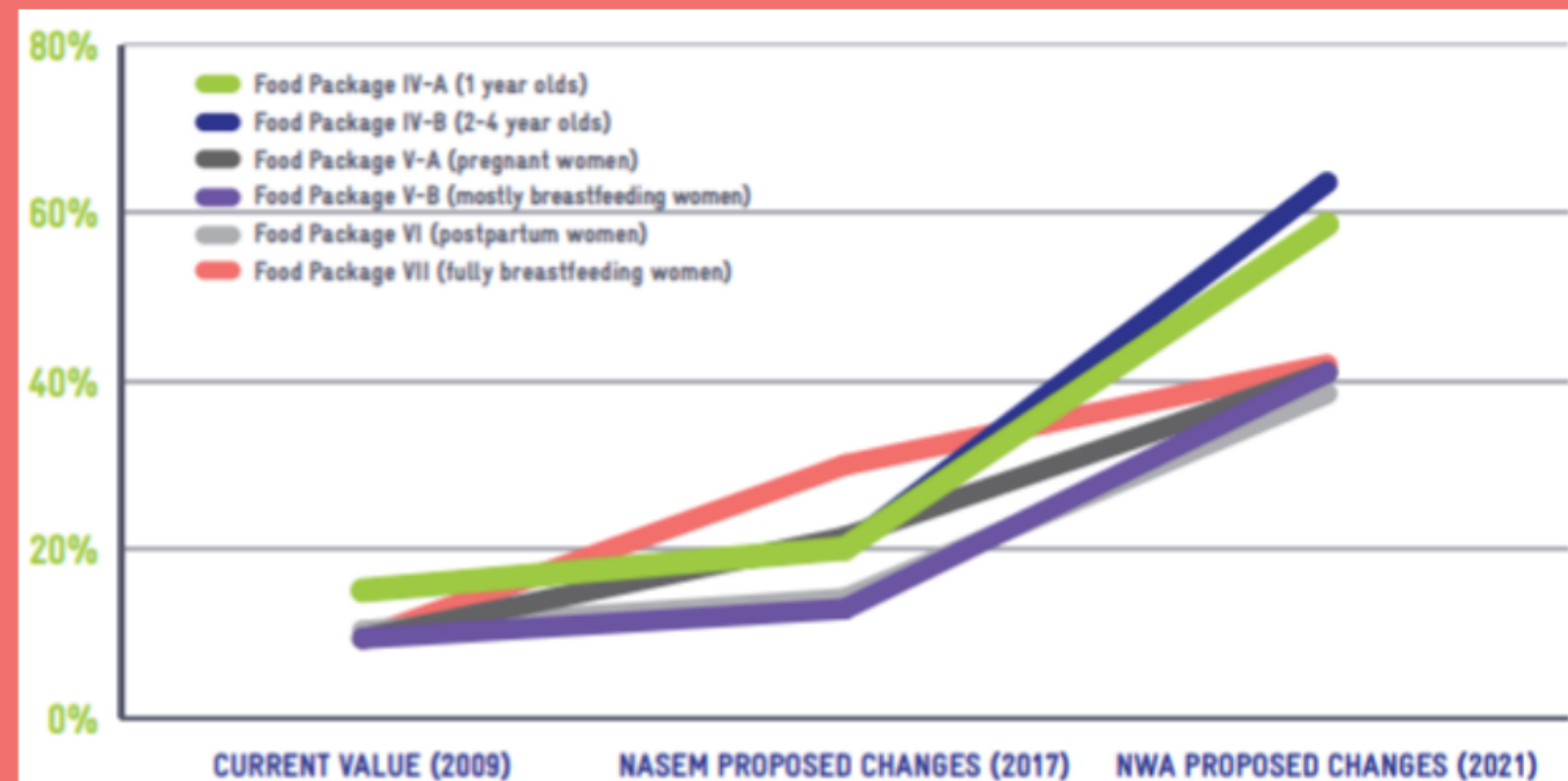
- WIC has an unprecedented opportunity to improve access to fruits and vegetables for Washington State's low-income families. From **June through September**, the American Relief Plan Act more than doubles WIC's cash value benefit for fruits and vegetables, to \$35.00 per participant.

**HAVE
YOU
SEEN
THE NEWS
FROM WIC?**

More money
for fruits and
vegetables
this summer



WIC's Food Package Report: Cash Value Benefit as Percentage of Recommended Vegetable/Fruit Intake



The Cash Value Benefit is one of the highest redeemed categories, with a 77 percent redemption rate between 2013 and 2016, and current values set at \$9 for children and \$11 for all adult food packages. The 2017 NASEM Report recommended an increase in the value of the CVB to encourage greater fruit and vegetable consumption, as issuance for both food groups remains far below recommended intake.



National WIC
Association

Go to thewichub.org to read the report.

WIC's Food Package Report: 2020-2025 DGA Recommended Intake

	1,300 KCAL	2,300 KCAL	2,600 KCAL
Vegetables (per day)	1.5 c-eq	3 c-eq	3.5 c-eq
Beans, Peas, Lentils (per day)	0.5 c-eq	2 c-eq	2.5 c-eq
Fruits (per day)	1.25 c-eq	2 c-eq	2 c-eq
Grains (per day)	4.5 c-eq	7.5 c-eq	9 c-eq
Whole Grains (per day)	2.25 c-eq	3.75 c-eq	4.5 c-eq
Refined Grains (per day)	2.25 c-eq	3.75 c-eq	4.5 c-eq
Dairy (per day)	2.5 c-eq	3 c-eq	3 c-eq
Protein Foods (per day)	3.5 oz-eq	6.25 oz-eq	6.5 oz-eq
Meats, Poultry, Eggs (per week)	16.5 oz-eq	29.5 oz-eq	31 oz-eq
Seafood (per week)	5 oz-eq	9.5 oz-eq	10 oz-eq
Nuts, Seeds, Soy (per week)	2.5 oz-eq	5 oz-eq	5 oz-eq
Oils (per day)	17 g	30 g	34 g
Limit on COU (per day)	85 kcal	285 kcal	350 kcal

USDA and the Department of Health and Human Services jointly issued the 2020-2025 DGAs, updated national nutrition recommendations that, for the first time, considered the unique nutrition needs based on life stage, particularly from birth to age two. This innovative approach is of particular relevance to the WIC-eligible population, and it may be prudent to align the DGAs and WIC food package review in the future.

Go to thewichub.org to read the report.



National WIC
Association

WIC Food Package Report Spotlights



"MY KID FLIES THROUGH FRUITS AND VEGETABLES. HE LOVES BELL PEPPERS, WHICH AREN'T CHEAP AT ALL. I JUST WISH THERE WAS MORE MONEY FOR IT."

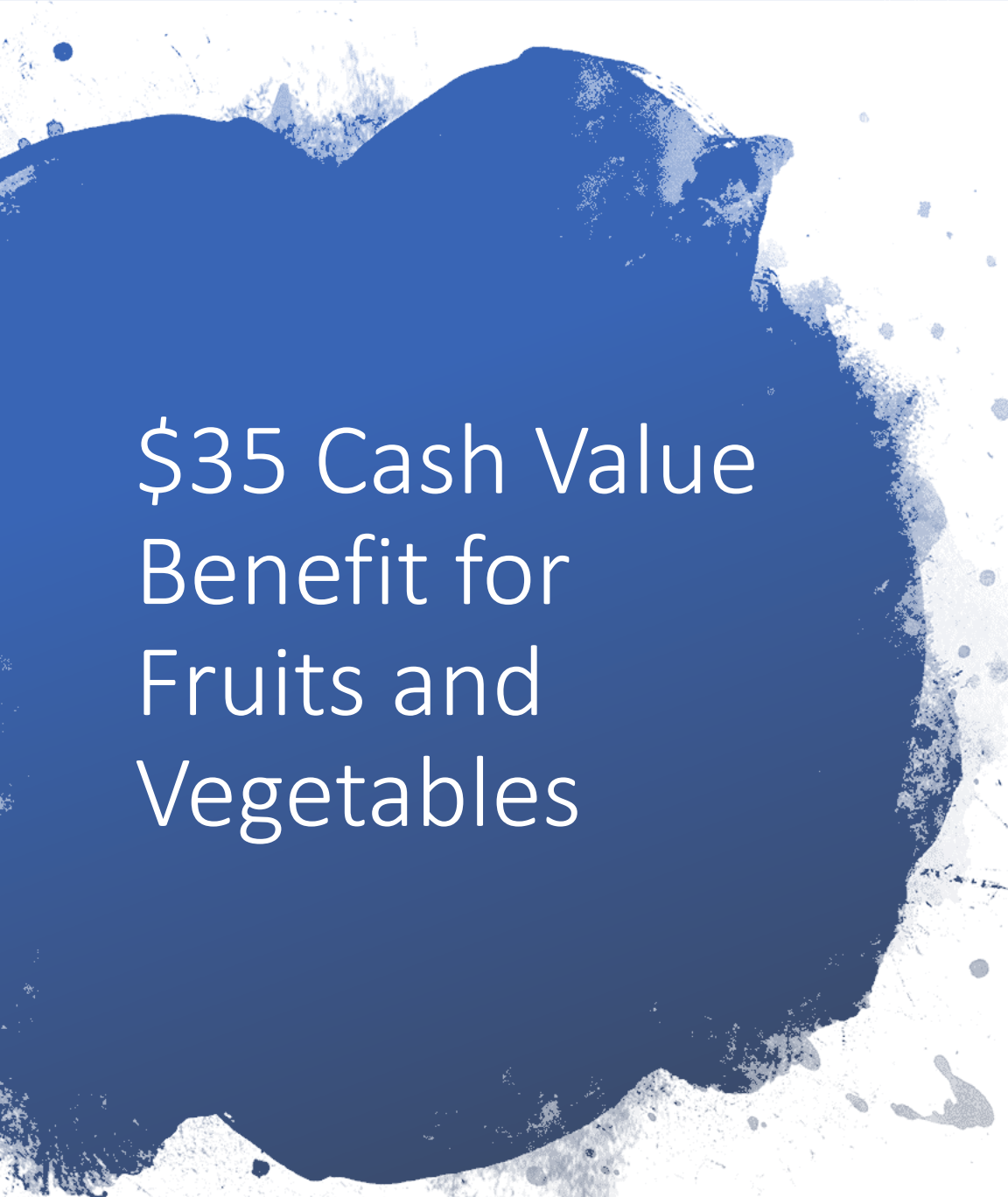
PAIGE
WIC MOM, SOUTH CAROLINA



"I LOVED RECEIVING SEAFOOD THROUGH WIC. IT WOULD BE GREAT IF MORE PARTICIPANTS COULD, BECAUSE GIVING MORE SEAFOOD IN WIC HELPS FAMILIES LIKE MINE BE HEALTHY. MY FAMILY LOVES TO FISH, SO IT'S GREAT TO SEE THAT WIC NOT ONLY PROVIDES SEAFOOD TO PARTICIPANTS, BUT ALSO SUPPORTS LOCAL ECONOMIES."

ALYSSA
WIC MOM, OREGON

Go to thewichub.org to read the report.



\$35 Cash Value Benefit for Fruits and Vegetables

- [962-1005-WICFruitVegetableIncrease.pdf \(wa.gov\)](#)
- Through September (and possibly extending) WIC participants will have \$35 per person each month to buy more fruits and vegetables
- The benefit is automatically added to the WIC cards for all WIC participants, except infants.
- Participants can use their WIC Card to get the extra fresh or frozen fruits and vegetables at grocery stores.
- Participants are not able to use their WIC card at Farmer's Markets or Farm Stores.



Easy Ways to contract WIC

- Share these easy ways to contact WIC:

Text WIC to 96859

Call the Help Me Grow WA

Hotline 1-800-322-2588

Visit ParentHelp123's Resource
Finder at:

[The WIC Program in Washington
State is a Nutrition Program for
Women, Infants, and Children -
Parenthelp123](#)



Month of August Inclusive Breastfeeding Week Celebrations

Week 1: [World Breastfeeding Week](#)

- Theme: *Protect Breastfeeding: A Shared Responsibility*

Week 2: Native Breastfeeding Week [Native Breastfeeding Week - Home](#) | [Facebook](#)

- Theme: *Nourishing Our Futures*

Week 3: Asian American Native Hawaiian and Pacific Islander Week [Asian & Pacific Islander Breastfeeding Task Force - Home](#) | [Facebook](#)

- Theme: *Reclaiming Our Traditions*

Week 4: Black Breastfeeding Week [Black Breastfeeding Week](#)

- Theme: *Revive. Restore. Reclaim!*

WIC Celebrating Breastfeeding

- Please see PHSKC You Tube Breastfeeding Celebration video our “Breastfeeding is.....” that is posted to our PHSKC WIC website page: <http://www.kingcounty.gov/wic> (scroll down).





Thank You!