



NWA RECOMMENDS:

USDA should proactively engage stakeholders in scaling up modern, accessible, and equitable shopping options for WIC families, including online platforms and mobile payments.

nymBym BnsywzhynsBtkB B ywfsxfhyntsBy hmst tl NByhe Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) has only taken its first step in modernizing the WIC shopping experience. With the retail grocery industry and other federal programs adopting more recent technologies, WIC must continue to innovate and reduce burdens for WIC shoppers.



Online shopping platforms are well suited to remedy pain points in the WIC shopping experience. As already demonstrated in the Supplemental Nutrition Assistance Program (SNAP), online shopping platforms can customize the item selection process before check-out, with virtual shelf tags and item filters that can screen out products that cannot be redeemed with federal benefits. Especially as WIC's healthy food prescription has more limited choice than the SNAP benefit, WIC participants would particularly benefit from these features.

SNAP was well positioned to scale up online shopping, because the 201 Farm Bill had authorized and funded pilot projects. Within the first few months of the pandemic, online SNAP was made available to nearly 90 of all recipients. WIC could not readily import technology solutions from SNAP, as the WIC transaction is different and more complex due to the limitations of the food package.

sBTRTRNB Bnsnyfny iBfBun tyBuwto hyB ytBy xyBfsiB f zfy Bts ns Btwi wnsLB u fyktwrxB nymBym B w yhm sB fsxtsB sy wBktwB zywnyntsPB tzwB yfy B B fl sh w yfn wBuwto hyxBw h n iB xzglwfsyxBnsBTRTS B fxmnslytsB yfy B fsiB f rfwy B nss xtyfBfsiB O B tzymB fptyfBfsiB zhm B ttix BfsiB fifBfsiB f fwyPB m x Buwto hyxB wfnsBnsBi tur syNBfsiBtym wB yfy Oiwn sBnsst fyntsxBfw BxyfwynslB ytBy xyBts ns BywfsxfhyntsxB

sB gwzfw BTRTUNB Buwtutx iB w nxsntxBytBnyxB sitwBw lz fyntsxBytB fhhtzsyBktwBs h xxfw Bhmfsl xBytB rut wBkzwm wBnsst fyntsxBnsBym B xmtuunslBxufh PB m Buwtutx iBwz B tz iBstyBts Bu wrnyBts ns B ywfsxfhyntsxBNgzyB tz iBuf Bym B f B ktwBnsy ws yB sitwxBfsiBrti wsB ywfsxfhyntsBy hmst tln xB np Brtgn B uf r syxPB m x Bhmfsl xB n Bw vzwB inkk w syBfuuwtfhm xBnsB B sitwB rfsfl r syNB nymBnshw fx iB rumfmxnxBtsBt wxnlmyBtkBy hmst tl B u fyktwrxBPB B htr xBym x BB uwtutxf xNB mnhmB n B slfl Bs B B w yfn wxBfsiBuwT ni Bh fwny BktwB hzww syBfsiB r wlslBuwto hyxBytB sxzw BymfyB BufwynhnufsyxBhfsBxttsB zyn n Bts ns Bu fyktwrxB

ELEVATING EQUITY

xB BfsiBxyfp mt i wxBzs fxBmB s Bnsst fyntsxBnsBym BxmtuunslB xufh NB lxB kktwyxBrzxyBfxzw B vznyfg Bfhh xxBytBts ns Bu fyktwrxB fsiBs By hmst tln xPB yfy B B fl shn xB n Bs iBytB twpBytB sxzw B ymfyBts ns Bu fyktwrxBfw Bfhh xxng NB mf Bym Bxhtu BtkBht wfl BytBx w B lxBin wx Butuz fyntsNBfsiBitBstyB nrutx Bnsxzwrtzsyfg Bgfwwn wxBytB zyn n fyntsNB xu hnf BymwtzlmBk xB nrutx iBtsBufwynhnufsyxBytBzyn n B ts ns Bu fyktwrxBfsiBw yfn wxBytB uwth xxBts ns BywfsxfhyntsxBPB xB nymB ym BywfsxnynsBytB NByfwl y iB xzuutwyBrf Bg Bs i iBytB sxzw B tsltnslBfhh xxBytBxrf wB sitwxP

s ns BxmtuunslBu fyktwrxBxmtz iB f xtBfru nk BfsiBw k hyB lxBhtw B szywnyntsBrnxnntsNB nymBfi vzfy B xfk lzfwixBnsBu fh BytBfxzw Bm f ym B kttiB s nwtsr syxPB nymBnshw fx iB fyy syntsBtsBym Binw hyBrfwfwn ynsLB kthzx iBfyBhmn iw sNB BfsiBtym wB xyfp mt i wxBxmtz iBg Brnsikz BtkB mt BifyfBnxBht hy iBfsiBzx iBtsB ts ns BxmtuunslBu fyktwrxB