

THE WIC FOOD CHAIN: HOW WIC SUPPORTS FARMERS AND RETAILERS

THE WIC FOOD PACKAGE

WIC provides a monthly food package of nutritious foods tailored to supplement the dietary needs of participants to ensure good health, growth and development. The foods are specifically chosen to provide supplemental nutrition consistent with the Dietary Guidelines for Americans and established dietary recommendations for infants and children under 2 years of age. The selected foods also reinforce WIC nutrition education messages. address emerging public health nutrition-related issues, and provide wide appeal to the diverse WIC population.

AS WELL AS HELPING AMERICAN FAMILIES TO BE HEALTHY, THE WIC FOOD PACKAGE SUPPORTS AMERICAN FARMERS AND RETAILERS.

FARMERS

The USDA Economic Research Service estimated in 2015 that farmers received almost **\$1.3 billion** for the sale of commodities used in producing the **\$4.6 billion** in estimated WIC retail food sales.⁴



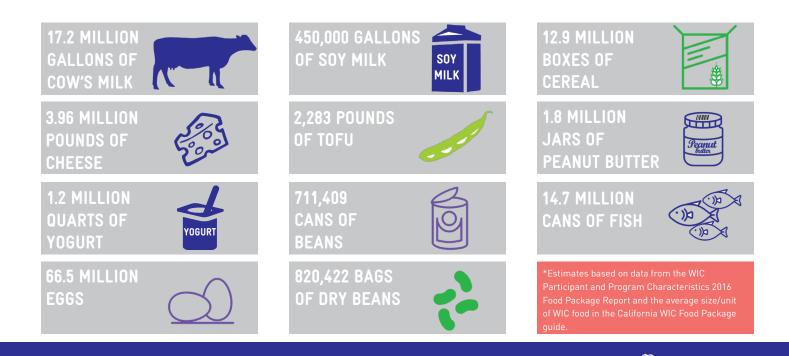
RETAILERS

- » Over 48,000 authorized WIC retailers in the US from small corner stores and commissaries to supermarkets and big box stores - partner with WIC.¹
- » Roughly 25% of all WIC retail dollars are spent at small and medium stores.²
- In fiscal year 2017, \$5.3 billion in WIC food benefits were spent at authorized retailers.³

National WIC Association

Your child has you. And you have WIC

AVERAGE QUANTITIES OF SELECT FOODS PRESCRIBED EACH MONTH*



NWA'S MISSION

The National WIC Association (NWA) provides its members with tools and leadership to expand and sustain effective nutrition services for mothers and young children.

WIC: EMPOWERING FAMILIES, STRENGTHENING COMMUNITIES

Please direct all questions to NWA at 202-232-5492.

¹ https://www.ers.usda.gov/webdocs/publications/44073/57246_eib152.pdf?v=42488

² Oliveira, Victor and Elizabeth Frazão. The WIC Program: Background, Trends, and Economic Issues, 2015 Edition, EIB-134, U.S. Department of Agriculture, Economic Research Service, January 2015.

³ USDA Food and Nutrition Service (2019) Fiscal Year 2017 WIC Program Data. Accessed online: https://www.fns.usda.gov/pd/wic-program.

⁴ Oliveira, Victor and Elizabeth Frazão. The WIC Program: Background, Trends, and Economic Issues, 2015 Edition, EIB-134, U.S. Department of Agriculture, Economic Research Service, January 2015.

WHAT FOODS DOES WIC OFFER?*

1

The WIC food package includes a variety of healthy options to help pave the way for a lifetime of nutritious eating.

1

BEANS	WHOLE GRAINS	FRUITS & VEGETABLES
CHEESE	CEREAL	EGGS
CANNED FISH	PEANUT BUTTER	SOY MILE MILK
100% FRUIT JUICE	INFANT FORMULA	INFANT CEREAL & BABY FOOD

*Check your state for specific guidelines.

