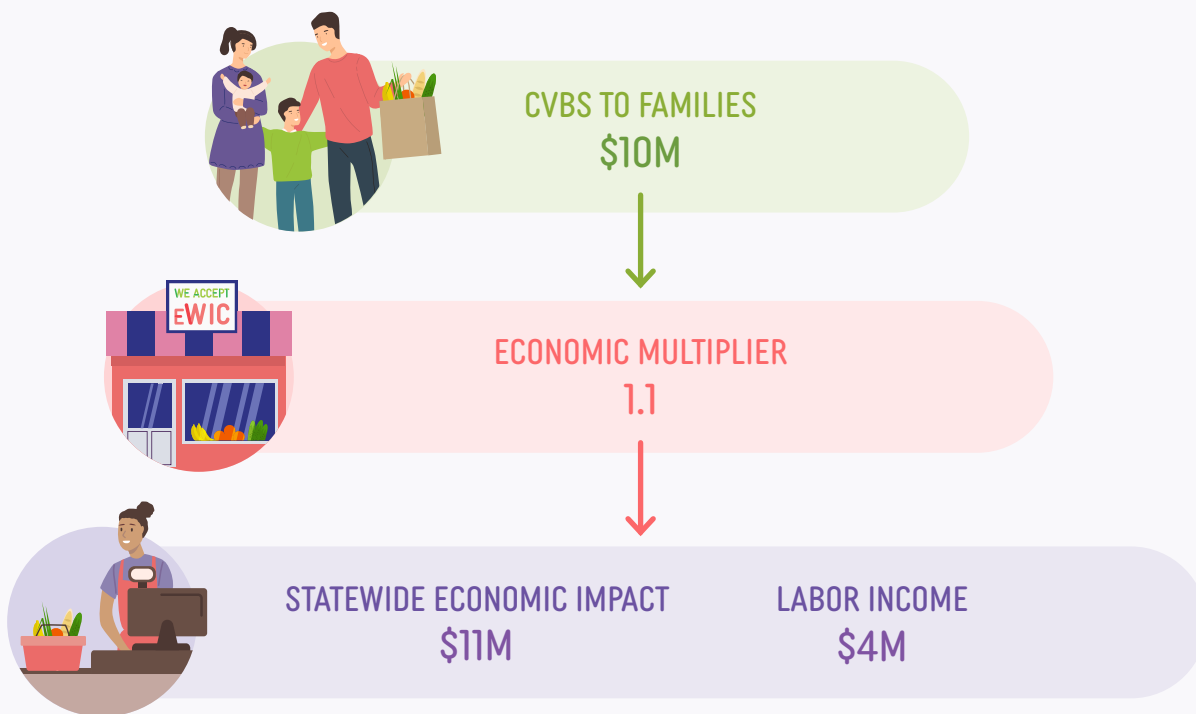




ECONOMIC IMPACT OF AN INCREASED WIC CASH-VALUE BENEFIT (CVB)

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federal nutrition assistance program that provides healthy food and nutrition education to low-income pregnant, breastfeeding, and postpartum women and families with children up to the age of 5. Since 2007, the WIC cash-value benefit (CVB) has provided families with money to purchase fresh fruits and vegetables as part of their WIC food package. Historically set at \$9/month per child and \$11/month per adult, Congress recently approved a temporary increase to the CVB amount to \$35/month per child and per adult. Increases to the current benefit amount can help expand access to fruits and vegetables, improve the health of program participants, increase sales to WIC-eligible food vendors, and positively impact local economies.

THE ANNUAL CHANGE IN ECONOMIC IMPACT OF AN INCREASED WIC CVB TO \$35 PER PARTICIPANT^{1,2}



The research highlighted in this brief is based upon analysis conducted by a research scientist from Colorado State University, in partnership with Vouchers 4 Veggies and UCSF Center for Vulnerable Populations. For the full details of methodology and findings see <https://eatsfvoucher.org/research/wic-economic-impact/>. This report was modeled on [The Economic Contributions of Healthy Food Incentives](#) report published by SPUR and Fair Food Network.

¹ Source: *Economic Impact of Increasing the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Fruit & Vegetable Cash-Value Benefit*
² All numbers reflect the change in annual economic impact resulting from increasing the WIC fruit and vegetable cash-value benefit from \$9/month per child and \$11/month per adult to \$35/month per WIC participant (child and adult) and assume participation will increase by 5% with an increased cash-value benefit.

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