

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}

NATIONAL

\$1.26B
CVB to families

\$2.81B
National Economic Contribution

\$949M
Labor income

CALIFORNIA

CVB to families **\$207M**

Statewide economic impact **\$332M**

Labor income **\$126M**

IOWA

CVB to families **\$10M**

Statewide economic impact **\$11M**

Labor income **\$4M**

COLORADO

CVB to families **\$15M**

Statewide economic impact **\$22M**

Labor income **\$8M**

TEXAS

CVB to families **\$121M**

Statewide economic impact **\$178M**

Labor income **\$65M**

The states in this analysis differed in geographic location, population size, and economic activity and had available data during the collection period. The economic multiplier range for these four states is 1.1-1.6. While data is limited to the states presented, it is estimated that the economic multiplier for most states in the U.S. is likely to fall within the presented range. Data from these four states was used to estimate a national economic contribution. The accuracy of this estimate assumes the sample of states is representative of the CVBs redeemed per participant across the country. 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://eatsvoucher.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 (states)/contribution (U.S.) 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.

FOR MORE INFORMATION:

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