



Public Health Administration

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FOR IMMEDIATE RELEASE

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WIC to Increase Fruits and Vegetables Benefits for Four Months with American Rescue Plan Funding

BUTTE COUNTY, Calif. – Starting June 1, California Women, Infants and Children (WIC) families will see a temporary increase in their monthly WIC fruits and vegetables benefit to \$35. Currently, children ages one to five receive \$9 per month, and, pregnant, postpartum, and breastfeeding women receive \$11 per month.

Funding from the American Rescue Plan Act allowed the California WIC program to enhance the program's fruits and vegetables benefit for the summer.

The fruits and vegetables benefit has a significant impact on the dietary quality of WIC families. Eating a diet high in fruits and vegetables reduces the prevalence of chronic disease and strengthens the immune system. This increased benefit will allow families enrolled in the WIC program to buy and consume more healthy fruits and vegetables.

The fruit and vegetables benefit increase will be issued from June 1, 2021 through September 30, 2021. Benefits are good for 30 days from the date they are issued. For example, benefits issued on September 27 can still be used through October 26.

WIC families can also combine their fruits and vegetables benefit with WIC Farmers' Market Nutrition Program checks for even more purchasing power at Farmer's Markets. The checks are issued in addition to regular WIC benefits between May and November and can be used to buy fresh, unprepared, locally grown fruits, vegetables and herbs from WIC farmers, farmers' markets, or roadside stands.

Butte County residents can learn more about the summer fruit and vegetable increase and the WIC Farmers' Market Nutrition Program by visiting the Butte County Public Health WIC page: rebrand.ly/wicbutte.

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