

The WIC Program



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WIC Benefits

- Supplemental foods
- Nutrition education
- Referrals to health and social services



WIC Facts

- More than 8 million people receive WIC benefits each month.
 - 4 million children
 - 2 million infants
 - 2 million women
- About 47 percent of all babies born in the United States participate in WIC.
- In 2005, federal funding was just over \$5.2 billion.



Role of Current Food Packages

- Address the nutritional needs of WIC eligible population
- Supply a good food source of protein, iron, calcium, vitamin A & C to low-income at-risk target population
- Foundation for nutrition education



Current WIC Foods

- Infant formulas
- Infant and adult cereals
- Infant and adult juices
- Eggs
- Milk/cheese
- Peanut butter
- Dry beans or peas
- Carrots and tuna

Need to Revise WIC Food Packages

- Changes in health related nutritional risk, e.g., obesity, cancer
- Numerous requests from WIC State agencies, the National WIC Association and participants
- National Advisory Council on Maternal, Infant and Fetal Nutrition recommendations



WIC FOOD PACKAGES: *Time for a Change*



Institute of Medicine Final Report



Summary of IOM's Proposed Changes

- Expand food categories
- Add new foods and substitutes

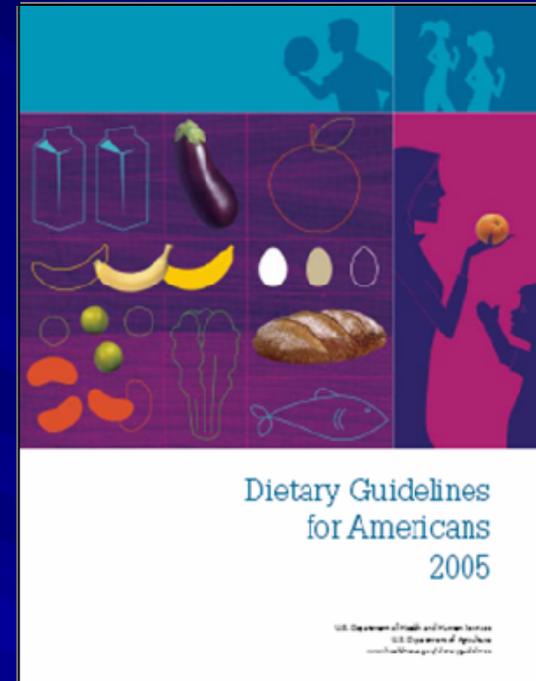
Summary of IOM's Proposed Changes

- Add fruits and vegetables
- Add whole grains
- Add infant foods
- Establish 3 infant feeding options & age ranges
- Provide additional food for women pregnant with multiples or breastfeeding multiples



Addition of Fruits and Vegetables

- Single most fundamental recommended change
- Consistent with Dietary Guidelines for Americans 2005
- Many public comments advocating for inclusion of fruits and vegetables



WIC Food Package Rule

- Proposed Rule: August 7, 2006
- The revisions largely reflect recommendations made by IOM



Proposed Fruit and Vegetable Changes

- Add fruits and vegetables for children and women
- Add infant food fruits and vegetables for infants 6-12 months of age

Cash Value Voucher

- Cash value voucher for fruits and vegetables -- \$6 for children and \$8 for women
- FNS awarded a contract for an analysis of alternative ways to implement a cash value voucher



Proposed Rule

- The proposal can be found at:

<http://www.fns.usda.gov/wic/regspublished/foodpackagesrevisions-proposedrule.htm>



Other FNS Programs

- School Lunch & Breakfast Programs
- Fresh Fruit and Vegetable Program
- WIC Farmer's Market Nutrition Program
- Senior Farmer's Market Nutrition Program



Fresh Fruit and Vegetable Program

- Free fresh fruits and vegetables
- Served outside of the school meal programs
- In 16 states and 3 ITOs



WIC Farmers' Market Nutrition Program

- Supports local agriculture and farmers' markets
- Provides coupons for fresh, unprepared, locally-grown fruits, vegetables and herbs
- Increases access to fresh fruits and vegetables for WIC participants



Senior Farmers' Market Nutrition Program

- Supports local agriculture and farmers' markets
- Provides coupons for fresh, unprepared, locally-grown fruits, vegetables and herbs
- Increases access to fresh fruits and vegetables for low-income elderly



Questions???????

- Visit our website
 - www.fns.usda.gov/wic

