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Dear Community Partners and Health Care Providers:

On September 29, 2025, updates to the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) food packages will take effect. The changes will enhance access to nutritious food, improve the nutritional quality of the foods offered, and make WIC more participant-centered.

Of central importance, there will be increases in the dollar amount for fruits and vegetables. The fruits and vegetables benefit increased to:

- \$29 per month for children.
- \$50 per month for pregnant and postpartum participants.
- \$55 for breastfeeding participants.

In addition, infants will be able to receive fruits and vegetables in lieu of jarred infant fruits and vegetables starting at 6 months old instead of 9 months old.

Other key changes include:

- Larger amounts of whole grain foods for pregnant and postpartum participants.
- The addition of canned fish to most food packages increasing access to this under consumed nutrient rich food.
- Reduced amounts of milk and juice to better reflect the supplementary nature of WIC and better align with current dietary guidance.

In April 2026, WIC food packages will receive additional updates, including the expansion of WIC eligible foods. For more details visit the [Wisconsin WIC website](https://www.dhs.wisconsin.gov/wic/). Contact Wisconsin WIC Nutrition Services Coordinator Kaila Baer at [Kaila.Baer@dhs.wisconsin.gov](mailto:Kaila.Baer@dhs.wisconsin.gov) with questions. Join us in spreading the word about these improvements to the WIC food packages.

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