

Jackson County Department of Public Health

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WIC'S CASH VALUE BENEFIT FOR FRUITS AND VEGETABLES TEMPORARILY INCREASE

The United States Congress recently passed the American Rescue Plan Act which includes funding the WIC program, including a temporary increase in the Cash Value Benefit (CVB) for all eligible WIC participants (women and children).

The monthly Cash Value Benefit is temporarily increasing to \$35 per month per eligible participant. Just like CVB's now, if the total amount is not used by the "last date to spend," the benefit will expire. The temporary increase in CVB starts on June 1, 2021 and goes through September 30, 2021. WIC participants will have four months of increased benefits for fruits and vegetables.

What does \$35 worth of fruits and vegetables look like? Below is an example of what you could buy (for every eligible WIC participant in your family, each month during the temporarily increased CVB):

- 1.5 to 2 pounds of bananas (about 6-8)
- 1 bag of apples (3-pound bag)
- 2 containers (quart-sized) of strawberries
- 2 bags (5-6 oz bags) of mixed greens/bagged salad 2 packs of fruit cups; 8 cups total (in 100% juice)
- 4 cans (15 oz cans) tomato sauce
- 4 cans of vegetables, such as peas & carrots 2 packages (16 oz) of frozen broccoli
- 2 packages (16 oz) of frozen corn

"The temporary increase will provide additional, healthy options for WIC participants during these unprecedented times and a great way to take advantage of fresh produce this summer", says Jackson County WIC and Nutrition Director, Lee Lillard.

To find out more about the Jackson County WIC program or to find out if you are eligible call 828-587-8243. This institution is an equal opportunity provider.

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