

FEBRUARY 17TH, 2022

# WISCONSIN WIC

PRESENTED BY: WISCONSIN WIC ASSOCIATION



## WISCONSIN WIC STATISTICS

**Wisconsin Population**  
5.89 million (2021)

**WIC participants**  
2019 > 142,000 enrolled  
2020 > 135,000 enrolled  
2021 > 132,000 enrolled

**WIC Agencies**  
69 local agencies  
> 200 clinics

## 2021 PREVALENT FINANCIALS AND BENCHMARKS

**\$52,130,466** WIC dollars spent in Wisconsin grocery stores and pharmacies

**\$582,000** contributed additional income to **1150** farmers who sold at **225** WI farmer's markets and **300** WI farm stands

**Increasing by 192%** since 2019, **~9,600** breastfeeding mom's were supported through monthly WI WIC's daily breastfeeding support and Peer Counselor program



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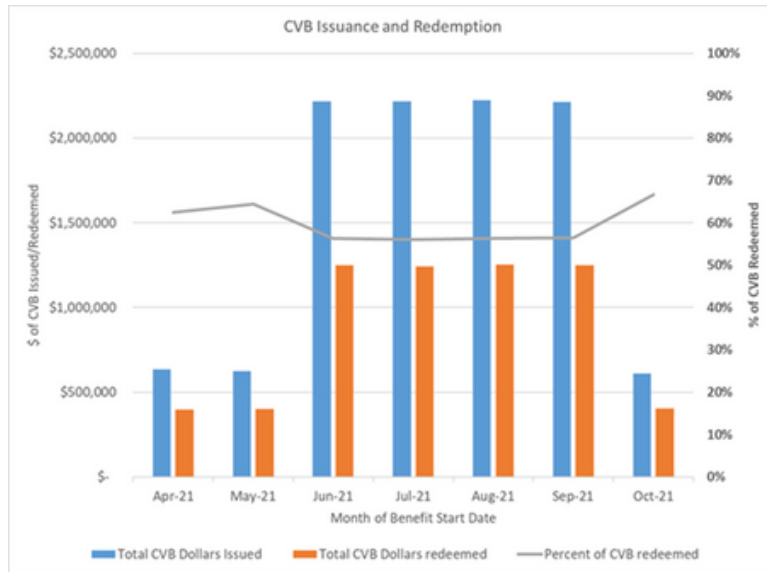
*"The WIC program has been super helpful during the pandemic. I'm a mom of two and to have this assistance is amazing as it helps supply some of the core nutrition for a healthy lifestyle."*

*- WIC Mother, Portage Co. (District 3)*

## 2021 WIC BENEFIT BUMP IN WISCONSIN

The increased Cash Value Benefits (CVB) bump improves access to healthy fruits and vegetables for Wisconsin families.

From June - September in 2021, Wisconsin WIC families purchased **~1.25 million dollars** of fruits and vegetables per month with the CVB expansion. WIC fruit and vegetable redemption has **TRIPPLED** monthly since the expansion of CVB!



### WIC Compared to Foodshare:

WI WIC saw a downward trend in participation from 2020-21. During the same time, Foodshare dollars increased ~67% and saw a 15% increase in participation.

Foodshare, unlike WIC, has had the opportunities to enhance shopping options, especially with online ordering, delivery, and in-store pick up during the COVID-19 pandemic.

WIC families have been extremely limited and continue to have shopping difficulties every month. Without flexibilities from USDA in WIC Benefits and shopping options, we anticipate WIC participation and redemption rates will continue to see a rapid decline.

## WHAT ARE WI WIC FAMILIES SAYING ABOUT THE WIC BENEFIT BUMP:

WWA GATHERED ANONYMOUS TESTIMONIALS FROM WIC PARTICIPANTS IN 2021

*"Having the increase in fruit and vegetable cash value benefits has allowed us to try fruits and veggies that may not have been previously in our budget. It also has allowed us to stock up on canned and frozen veggies, which allows us to have a vegetable with every lunch and every dinner. This extra money has also given us the opportunity to buy extra fruits for breakfast and have 2-3 different fruits on hand at all times."*

-WIC Family; Stanley, WI (District 3)

*"I LOVE IT. It is such a big help with increasing fruits and vegetables in our home."*

-WIC Guardian; Milwaukee, WI (District 4)

*"I lost my job of almost 13 years last year due to the COVID-19 pandemic. When you come from having everything and knocked down to nothing you wonder how you will survive. It's hard to find trustworthy people to help with my children and childcare is so expensive. These dollars for the fruits and veggies make it so I have one less thing to worry about for the month."*

-WIC Mother; Oshkosh, WI (District 6)

*"My family has been able to purchase some fresh fruits and vegetables that we could not afford in the past and it has greatly helped to improve our intake of fruits and vegetables."*

-WIC Mother; Clark Co (District 7)

*"The increase has positively impacted my family by making it manageable to provide fruits and veggies on a regular basis. this has promoted my kids to be excited about them, enjoy them, and be curious to try new things. Continuation of the WIC benefit bump will only help as fruits and veggies increase in price over the winter months when the nutrients are almost more important for my children's health."*

- WIC Mother; Calumet Co. (District 8)