**Subject: The Importance of WIC and the Fruit and Vegetable Benefit to Families**

Dear [Member of Congress],

I am writing to share some information about the real-world impact of the WIC program, particularly the fruit and vegetable benefit, on families in our community.

WIC provides vital nutrition support to pregnant and postpartum women, infants, and young children. Since the benefit was increased in 2021, families have reported being able to buy a wider variety of fresh fruits and vegetables—leading to better health outcomes, more fruit and vegetable consumption, and more positive shopping experiences. These benefits align with current dietary guidance and help reduce nutrition-related disparities among low-income families.

Local grocery stores and farmers have also seen the economic ripple effects, with increased purchases of produce and greater participation in local markets.

It is essential for policymakers to consider the public health and economic impacts of WIC. I hope this information is helpful as you evaluate the program’s role in supporting families.

Sincerely,  
[Your Full Name]  
[Your Address]  
[Your Email or Phone Number]