

WIC agencies distribute monthly WIC food package benefits to participants by providing a WIC Electronic Benefit Transfer (EBT) card (smart card). Participants use the EBT card to shop for WIC foods at authorized grocery stores and other WIC-approved vendors.

WIC guarantees a specific amount of each WIC food (for example, one dozen eggs), with the exception of the fruit and vegetables benefit, which has a Cash Value Benefit that allows the participant to "purchase" fruits and vegetables. For fiscal year 2025, the CVB is \$47 for pregnant and postpartum participants, \$52 for mostly or fully breastfeeding participants, and \$26 for children per month.



Research Shows WIC's Value

A very large body of research shows that WIC is a profoundly important program with well-documented benefits for infants, children, pregnant women, and their families. Research shows that WIC improves participants' health and well-being, dietary intake, and birth and health outcomes; protects against obesity; and supports learning and development. WIC benefits are cost-effective, generating major savings in federal, state, local, and private health care, as well as special education costs. Studies demonstrate that WIC improves the food and economic security of participants by reducing food insecurity, helping to alleviate poverty, and supporting economic stability.

WIC has local offices all over California
Call toll free number below.
1-888-WIC-WORKS
1-888-942-9675