

May 25, 2021

## VEGETABLE AND FRUIT BENEFITS INCREASE, PROVIDING MORE NUTRITIONAL ACCESS TO WIC FAMILIES



**Contact:**

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**Pensacola, Fla.** – On March 12, 2021, the American Rescue Plan Act (ARPA) authorized State Women, Infant, & Children (WIC) Agencies to enhance the WIC benefit for a period of four months, expanding the vegetable and fruit voucher from \$9/month for children and \$11/month for women to \$35 per month, per participant. WIC's vegetable and fruit voucher is known as the Cash Value Benefit (CVB). The CVB is credited with improving the [dietary quality](#) of WIC participants and reducing the prevalence of [childhood obesity](#) among WIC toddlers.

Florida WIC will be implementing the CVB increase beginning June 1, 2021 until September 30, 2021. All women and children 1 – 4 years old who participate in the WIC Program will receive an increase in their fruits and vegetables cash voucher to \$35 per participant, per month. For example, a pregnant woman and her 2-year-old child will receive a total of \$70 cash voucher to use on fruits and vegetables per month from June – September 2021. Fruits and vegetables can be fresh, frozen or canned. Any brand, variety, size, with no added sugar, syrup, artificial sweeteners, fat, or oil. Organic fruits and vegetables are allowed.

Call our friendly customer service representatives, Monday through Friday between 8:00 a.m. – 5:00 p.m. CT at 850-595-6670.

For more information on enrollment and eligibility for the WIC Program at the Florida Department of Health in Escambia County please visit [EscambiaHealth.com](http://EscambiaHealth.com) or call 850-595-6670 for WIC appointments or breastfeeding assistance.

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### About the Florida Department of Health

The Florida Department of Health, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

Follow us on Twitter at [@HealthyEscambia](#) and on [Facebook](#). For more information about the Florida Department of Health please visit [www.FloridaHealth.gov](http://www.FloridaHealth.gov).

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Office of the Assistant Secretary for Civil Rights  
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Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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