The WIC benefit bump is a historic increase in the value of the WIC benefit, enhancing nutrition security for over 4.7 million women and children. This benefit increase is specifically targeted at fruits and vegetables. Since State Agencies began implementing the WIC benefit bump in April 2021, children are already recording increased fruit and vegetable consumption.

In October 2021, Congress reset WIC’s fruit and vegetable benefit at $24/month for children, $43/month for pregnant and postpartum participants, and $47/month for breastfeeding participants. This amounts to a $15/month increase for children and a $32-36/month increase for adult participants - nearly doubling the value of some food packages.