

What is WIC?

- Women, Infants, and Children Program (WIC)
- Pilot established in 1972, Permanent program in 1975 (The War on Poverty)
- Provides **food security** and health education to low-income women/families
- United States Department of Agriculture – Food and Nutrition Services
- WIC serves 53% of all US born infants
- Eligibility means tested (**185% FPL**)
- **Targeted to healthy food items**
- **Benefits must be used in month allotted**
- Electronic Benefits Transfer System (EBT)
 - Adopted in WI 2016 (not yet nationally)



Year	US Recipients	US Benefits	WI Recipients	WI Benefits
2016	7,696,439	\$4,602,436,831	100,152	\$59,607,778
Avg/Mnth		\$49.83		\$49.10

Year	US Recipients	US Benefits	WI Recipients	WI Benefits
2016	7,696,439	\$978,267,289	100,152	\$12,654,078
Avg/Mnth		\$10.59		\$10.53

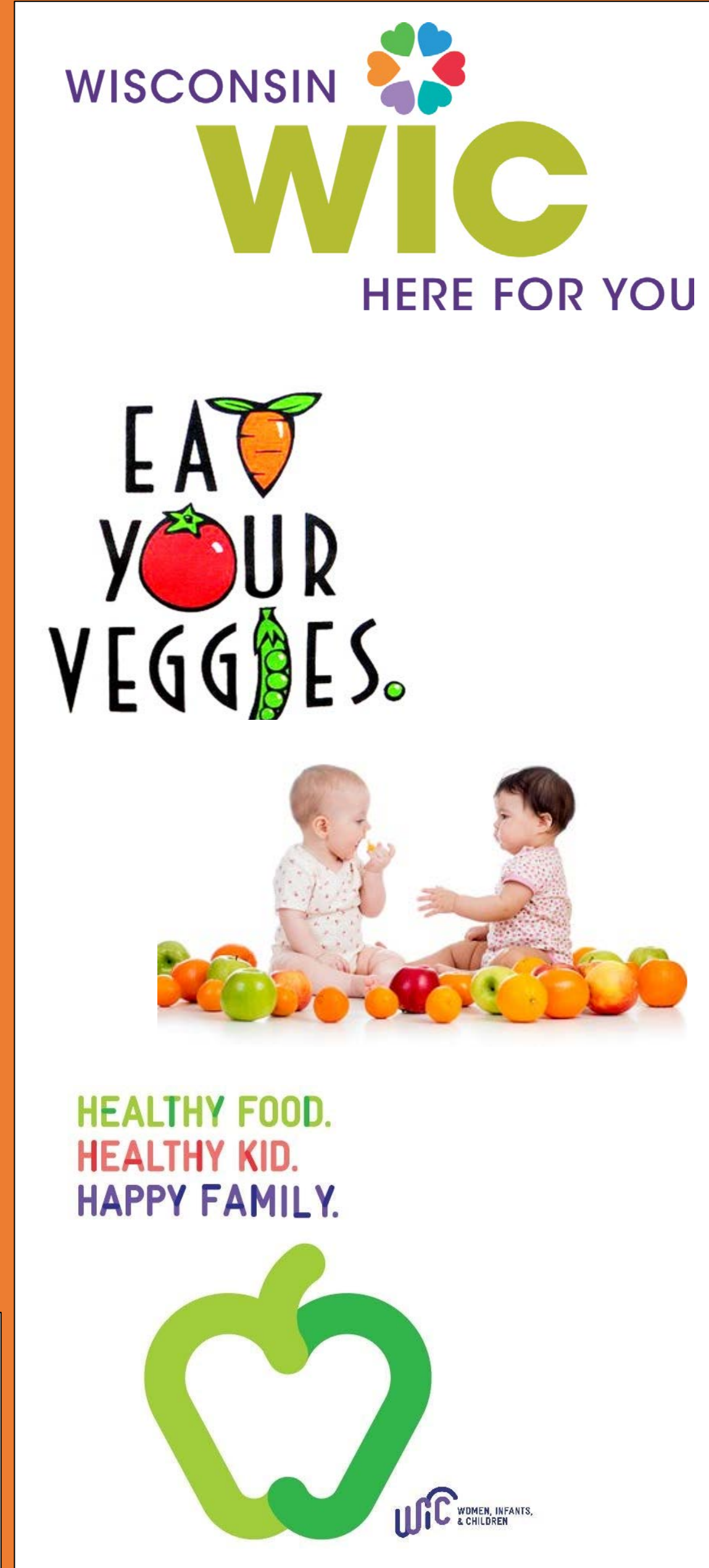
WIC Benefits: What Can You Buy?



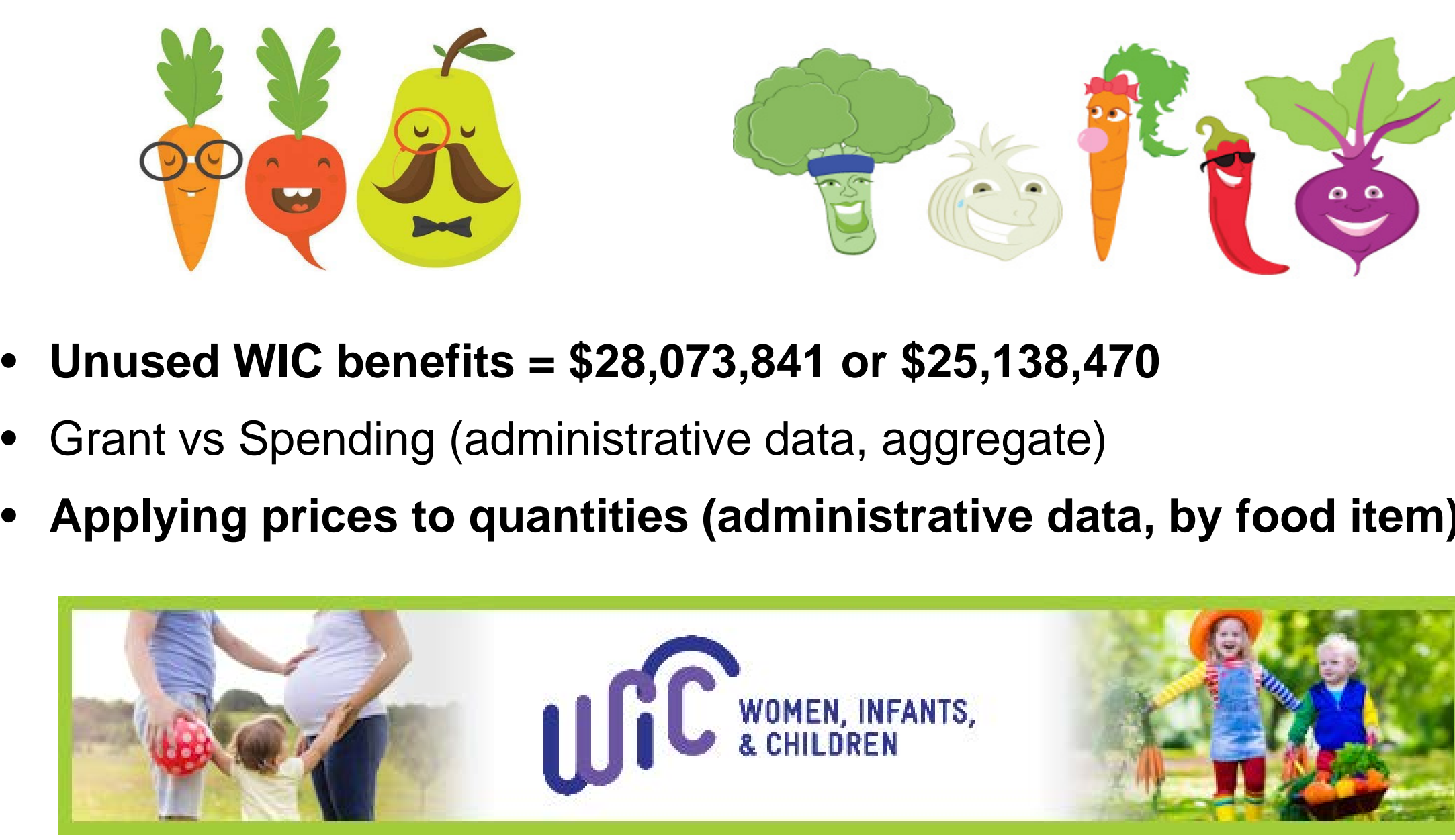
Foods	Women			
	Food Package IV 1 through 4 years	Food Package V: Pregnant and Partially (Mostly) Breastfeeding (up to 1 year postpartum)	Food Package VI: Postpartum (up to 6 months postpartum)	Food Package VII: Fully Breastfeeding (up to 1 year post-partum)
Juice, single strength	128 fl oz	144 fl oz	96 fl oz	144 fl oz
Milk ²	16 qt	22 qt	16 qt	24 qt
Breakfast cereal ³	36 oz	36 oz	36 oz	36 oz
Cheese	N/A	N/A	N/A	1 lb
Eggs	1 dozen	1 dozen	1 dozen	2 dozen
Fruits and vegetables	\$8.00 in cash value vouchers	\$11.00 in cash value vouchers	\$11.00 in cash value vouchers	\$11.00 in cash value vouchers
Whole wheat bread ⁴	2 lb	1 lb	N/A	1 lb
Fish (canned) ⁵	N/A	N/A	N/A	30 oz
Legumes, dry or canned and/or Or	1 lb (64 oz canned)	1 lb (64 ounce canned) And	1 lb (64 ounce canned) Or	1 lb (64 ounce canned) And
Peanut butter	18 oz	18 oz	18 oz	18 oz

Foods	Fully Formula Fed (FF)		Partially (Mostly) Breastfed (BF/FF)		Fully Breastfed (BF)	
	Food Packages I-FF & III-FF A: 0-3 months B: 4-5 months	Food Packages II-FF & III-FF 6-11 months	Food Packages I-BF/FF & III-BF/FF A: 0 to 1 month B: 1-3 months C: 4-5 months	Food Packages II-BF/FF & III-BF/FF 6-11 months	Food Package I-BF 0-5 months	Food Package II-BF 6-11 months
WIC Formula	A: 823 fl oz reconstituted liquid concentrate B: 896 fl oz reconstituted liquid concentrate	630 fl oz reconstituted liquid concentrate	A: 104 fl oz reconstituted powder B: 388 fl oz reconstituted liquid concentrate C: 460 fl oz reconstituted liquid concentrate	315 fl oz reconstituted liquid concentrate		
Infant cereal		24 oz		24 oz		24 oz
Infant food fruits and vegetables ³		128 oz		128 oz		256 oz
Infant food meat						77.5 oz

Overview of Unused WIC & SNAP Benefits



- Formula usage very high, meat usage very low (infants)
- Eggs are most used protein
- **Bread/Cereal usage low compared to FV/Juices**
- **Unused WIC benefits = \$28,073,841 or \$25,138,470**
- Grant vs Spending (administrative data, aggregate)
- **Applying prices to quantities (administrative data, by food item)**
- **WIC redeemed at much lower rate than SNAP (20.9% > 0.45%)**
- One year vs one month
- WIC recipients less in need
- **WIC targeted healthy foods***



Conclusion & Discussion

Study I - Overview of Results

- SNAP purchase less FV compared to non-SNAP
- SNAP purchase more Swt Bev compared to non-SNAP
- SNAP and non-SNAP Vegetable purchases greater than fruit
- SNAP and non-SNAP purchase more fresh FV compared to canned/frozen
- SNAP and non-SNAP juice purchases similar (fruit juice mostly 100% juice)

Study II - Overview of Results

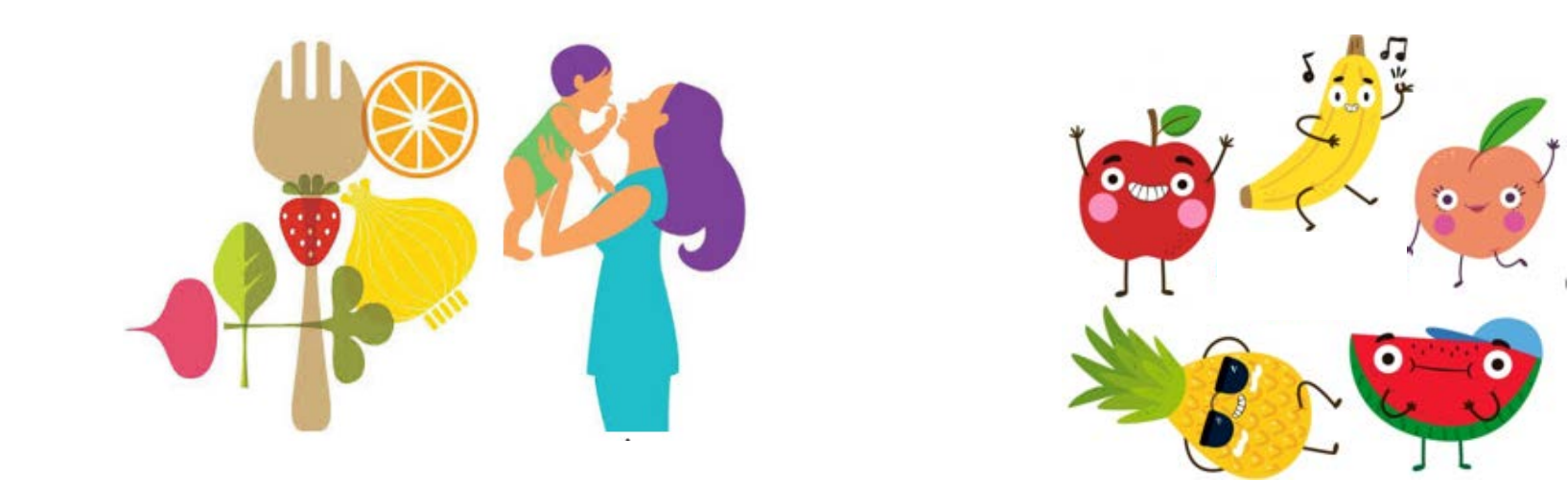
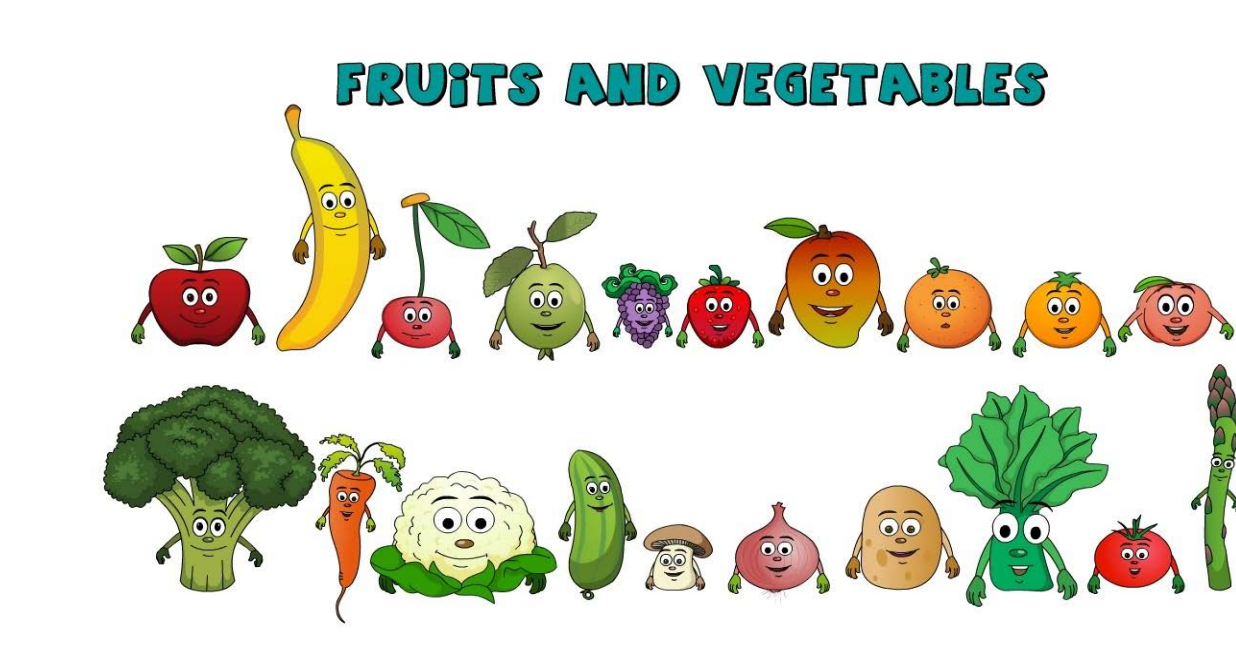
- Allowing SNAP/EBT payment at the farmers market increases access to healthy food for SNAP participants
- The Market Match program further incentivizes SNAP participants to shop at the farmers market
- The number of SNAP shoppers and tokens/money spent at farmers market has increased
- More needs to be done to increase the reach of this program which will require more sponsors/resources

Study III - Overview of Results

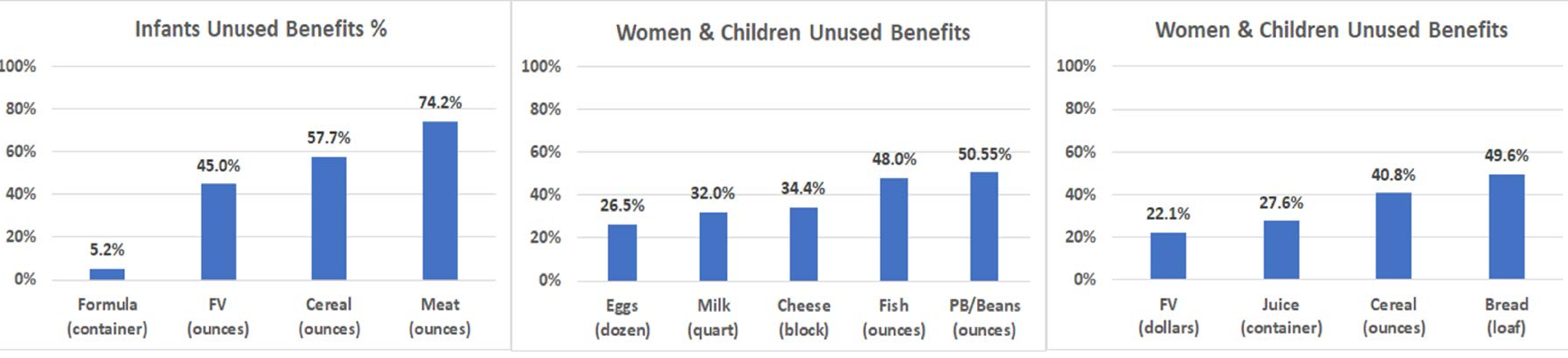
- WIC redeemed at much lower rate than SNAP
- Infant formula most used WIC food
- FV for mothers and children used next most
- Infant FV unused much more
- Nearly \$30,000,000 of WIC benefits unused
- More education and awareness for WIC
- Perhaps allow longer period for WIC use
- Should be cautious in restricting SNAP foods allowed

Future Work

- Continue SNAP store data analysis (one year, month)
 - Work with UW-Extension Nutrition expert
- More complete/accurate characterization of food purchases
 - Healthy/unhealthy (especially juices, other beverages)
- Continue analysis of SNAP farmers market - market match data
 - More survey data (food security, what is purchased)
- Continue WIC and SNAP program usage analysis
 - Learn more about data and data sources
- Continue/find new local and state partnerships



WIC Benefit Usage Analysis & Comparison to SNAP Usage



WIC - Unused Benefits in WI 2016-17				WIC - SNAP Unused Benefits in WI 2016-17			
Program	Benefit \$	Redeemed \$	Unused %	Program	Benefit \$	Redeemed \$	Unused %
WIC I	\$134,431,518	\$106,357,677	20.9%	WIC	\$134,431,518	\$106,357,677	20.9%
WIC II	\$118,616,422	93,477,952	21.2%	SNAP	\$1,931,459,544	\$1,922,744,828	0.45%

