

Changes to Wisconsin WIC food packages

September 2025

What is new?

WIC food packages are changing starting **September 29, 2025**. The updates follow the latest nutrition advice and United States Department of Agriculture (USDA) requirements. The new food allowances and amounts will better support your family's nutrition needs through WIC.



Expanded food choices



More options for special diets and food



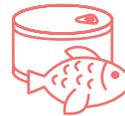
Greater support for healthy eating habits



Fruits and vegetables

You can eat more fruits and vegetables with WIC.

- You get an extra \$3 for fruits and vegetables instead of juice.
- Juice can be added back upon request.



Fish

You can eat more of this protein and nutrient rich food with WIC.

- Fish in cans and pouches are available for everyone aged 12 months and older.



Whole wheat bread, whole grain bread, and whole grains

You can eat a more balanced diet while eating a variety of whole grains.

- You will get more whole grains if you are pregnant, breastfeeding, or postpartum.
- Children will get slightly less whole grains.



Infant foods (6–11 months of age)

Updated amounts help meet your baby's needs and follow the American Academy of Pediatrics advice for starting solid foods.

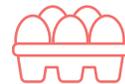
- Your baby can now get fresh, frozen, and canned fruits and vegetables sooner - at 6 months old.
- Your baby will get slightly less total baby cereal, meats, fruits, and vegetables.



Milk and milk substitutes

Enjoy more flexibility for your dietary needs and preferences.

- You can choose cheese, tofu, and more yogurt in place of milk.
- Most participants will have less milk.



Eggs

Enjoy more flexibility for your dietary needs and preferences.

- You can have canned or dried beans, peanut butter, or tofu instead of eggs.

What happens next?

Starting September 29, 2025, your benefits will be updated for you. At your next visit or contact, WIC staff will work with you to update your food package to meet your dietary preferences and needs. If you have any questions, [contact your local WIC clinic:](https://www.dhs.wisconsin.gov/wic/contacts.htm) <https://www.dhs.wisconsin.gov/wic/contacts.htm>.

Important note about purchases



Do not buy milk, yogurt, or fish with your WIC card from 9 p.m. on September 28, 2025, through 9 a.m. on September 30, 2025, to avoid problems with your purchase.



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