

**From:** [MDHHS-WICVendor](#)  
**Subject:** WIC Benefit Increase  
**Date:** Wednesday, April 07, 2021 3:11:00 PM

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Dear Vendor,

The Michigan WIC Program is proud to announce a temporary increase in Cash Value Benefits (CVBs) for fruits and vegetables.

The [American Rescue Plan Act of 2021](#) (ARPA), passed by the United States Department of Agriculture (USDA), allows state WIC agencies to temporarily increase fruit and vegetable CVBs for up to four (4) consecutive months. As a result, the Michigan WIC Program will temporarily increase the dollar value of the fruit and vegetable benefits provided to WIC participants as follows:

1. The monthly CVB amount will be increased to \$35 for all children and women participants.
2. The 4-month period will begin May 1, 2021 and end on August 31, 2021.
3. As a reminder, monthly benefits start and expire on different days. WIC participants may continue to use the increased CVB amount until their September benefit start date.
4. In September, the CVB monthly dollar amount will return to \$9 for children and \$11 for women.

Please also note that the new [Michigan WIC Food Guide](#) allows for a greatly expanded selection of fruits and vegetables eligible for purchase with CVBs, including frozen and canned items. This allows Vendors to increase their selection of WIC-approved produce with shelf-stable products, leading to less waste and easier storage for both Vendors and participants.

The Michigan WIC Program wishes to inform Vendors of this upcoming change so that stores may prepare for increased purchasing of fruits and vegetables from WIC participants. The Michigan WIC Program is also developing communications and educational materials to inform WIC participants of this temporary increase in CVBs.

Please direct any questions you may have regarding this matter to the Vendor Relations Unit at [MDHHS-WICVendor@michigan.gov](mailto:MDHHS-WICVendor@michigan.gov) or 517-335-8937.

Sincerely,

*Dawn Pline*

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