



WIC wants your family to have tasty foods and enjoy healthy eating!

Effective **10/1/22** NJ WIC families receive the following Fruit and Veggie Benefits (CVB) to shop at WIC authorized stores:

\$25 for children

\$44 for pregnant and post-partum moms

\$49 for breastfeeding moms



More fresh produce than your family can enjoy?

Fresh produce is great!
Frozen and canned makes healthy eating convenient on busy days.



Ready for a new habit?



Start each day with eating more veggies and fruits for a happier healthier life. Keep fruits and veggies within reach and ready to eat!

Need easy ideas to add more veggies and fruits to meals and snacks?

Try doubling the veggies in recipes. Ask your WIC nutritionist or click on www.njwiconline.org for more tips.



WIC provides your family with healthy foods and has great ideas for your family to enjoy eating them!