



The WIC Card

Beginning in mid-2015, the Vermont WIC program will be moving from home delivery of the WIC food benefit to a new electronic benefits card – the WIC Card.

The WIC Card will be an easy and more convenient way to receive WIC food benefits. WIC purchases will be as fast and easy as making a purchase with a debit or credit card. All of the WIC foods for each family member on WIC will be together on one card.

The Rutland WIC office will lead the way by piloting the WIC Card in June 2015. Then, in the fall other WIC offices around Vermont will follow.

How will I get my WIC Card?

Your local WIC office will notify you when it is time to come pick up your new card.

Will I have more choices?

Families will have many more food choices than WIC can offer using the home delivery system. You will be able to shop for your WIC foods throughout the month when you need them. When you get your new WIC Card you will also get a list of all the eligible WIC foods.

Where can I use my WIC Card?

You will be able to use your WIC card at any of the stores that currently accept the WIC Fruit & Veggie card. You can do your regular grocery shopping and pick out WIC foods in the same trip.

I've learned good things about nutrition from WIC, will that continue?

Yes! We'll still tailor the nutrition discussion at your WIC appointment to your interests, and we will also ensure that you receive additional nutrition information every 3 months through individual nutrition counseling to support you and your family to be healthy, or a playgroup, cooking class or other nutrition-related activity.

Do my benefits expire at the end of the month?

Yes, you should redeem your WIC foods before the end of each month.