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three key areas addressed
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COMINGin California Agriculture

WIC vouchers promote fruit and vegetable consumption

The federal Special Supplemental Nutrition Program for Women, Infants and Children (WIC) has begun distributing cash vouchers to low-income women and children to buy fruits and vegetables. With WIC reaching almost half of the infants and a quarter of all children under 5 years old in the United States, the vouchers provide an unparalleled opportunity to increase fruit and vegetable consumption among children. In 2010, UC Cooperative Extension researchers conducted a survey of WIC participants in Tulare, Alameda and Riverside counties, to guide development of a Farm-to-WIC program that would connect small local growers to the WIC market. In the next issue of *California Agriculture* journal, the researchers report on the survey results and identify specific kinds of produce that a new Farm-to-WIC program in California could target.