

Shop at the farmers' market with WIC



The new California WIC Card has a QR code. Use it to buy fresh produce at WIC authorized farmers' markets.

More Shopping Options

More farmers will now accept the California WIC Card.

More Flexibility

You can spend part of your monthly benefit with more than one farmer, or use it all at once.

Year-round Market Shopping

Use your monthly WIC Fruits and Vegetables Benefit any time of the year.

More Security

You do not have to worry about losing your benefits if your WIC Card is lost or damaged.



California Department of Public Health, California WIC program

This institution is an equal opportunity provider.

1-800-852-5770 | MyFamily.WIC.ca.gov

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