



Wisconsin WIC Program

Information & Income Eligibility Guidelines

Purpose:

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a nutrition program for those that are pregnant, breastfeeding, or postpartum, as well as infants and children up to age five. WIC provides nutrition education, breastfeeding support, healthy foods, and referrals to health services and other resources.

Wisconsin families want to raise strong and healthy kids, and WIC is here to help. Health benefits of WIC have reduced premature births, low birthweight, and long-term medical expenses.

Who is Eligible for WIC?

To qualify for WIC benefits in Wisconsin, a person must:

- Live in Wisconsin
- Make a certain amount of money (listed on the next page)
- Need help with health, nutrition or breastfeeding support.
- Be pregnant or had a baby in the past six months; be providing your breastmilk to a WIC enrolled baby under one year of age; or care for a child younger than five years of age
- A person may be able to get WIC benefits if you already use one of these programs: FoodShare, Medicaid, BadgerCare Plus, Wisconsin Works Program (W-2), Temporary Assistance to Needy Families (TANF), Food Distribution Program on Indian Reservations (FDPIR), or Foster Care and Kinship Care.

Benefits Received by WIC Participants

All participants receive:

- Breastfeeding Support: This helps you prepare for breastfeeding during pregnancy and beyond.
- Food Benefits: These help you buy healthy foods for you and your kids.
- Nutrition Education: This includes tips on using WIC foods, eating habits, dietary needs, and feeding concerns.
- Referrals: WIC staff can connect you to health and community services: FoodShare, Medicaid, BadgerCare Plus, W-2, Head Start

Women receive:

- WIC foods (<https://www.dhs.wisconsin.gov/wic/approved-foods.htm>)
- Information on healthy eating during pregnancy and breastfeeding
- Help with starting or continuing breastfeeding

Infants receive:

- Help with starting or continuing breastfeeding
- Infant formula, if needed
- Immunization referrals
- Parents/caretakers receive information on taking care of babies

Children receive:

- WIC foods (<https://www.dhs.wisconsin.gov/wic/approved-foods.htm>)
- Immunization referrals
- Parents/caregivers receive information on food shopping, recipes, and feeding your child

Visit the DHS Wisconsin website (<https://www.dhs.wisconsin.gov/wic/local-projects.htm>) to locate your local WIC office to apply.

For other health information and referral services contact Well Badger Resource Center: Call 800-642-7837, email help@wellbadger.org or visit the Well Badger Resource Center website (<https://wellbadger.org/>).

Wisconsin WIC Program – Income Eligibility Table

The income levels are based on 185% of the US Dept. of Health and Human Services Nonfarm Income Poverty Guidelines for Gross Income (before deductions). Applicants exceeding 185% are not eligible.

July 1, 2025-June 2026

Family Size	Weekly Income	Every Two Weeks Income	Twice Per Month Income	Monthly Income	Annual Income
ONE	557	1,114	1,207	2,413	28,953
TWO	753	1,505	1,631	3,261	39,128
THREE	949	1,897	2,055	4,109	49,303
FOUR	1,144	2,288	2,479	4,957	59,478
FIVE	1,340	2,679	2,903	5,805	69,653
SIX	1,536	3,071	3,327	6,653	79,828
SEVEN	1,731	3,462	3,751	7,501	90,003
EIGHT	1,927	3,853	4,175	8,349	100,178
ADDITIONAL	+196	+392	+424	+848	+10,175

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Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

1. mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
2. fax:
(833) 256-1665 or (202) 690-7442; or
3. email:
program.intake@usda.gov

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