

CHANGES TO MILK PURCHASES

Effective December 8, 2025

WIC will only allow store brand milk or the lowest-cost milk*.

Store brand milk has the same nutrition and quality as name brands, just at a lower price, which helps WIC provide more benefits to families.

**Note: This change applies only to cow's milk (gallon, half-gallon, or quart), not infant formula or plant-based milk.*

