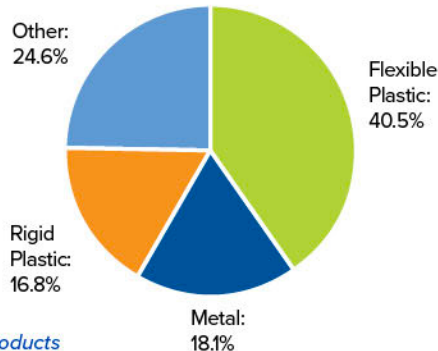


FLEXIBLE PACKAGING BAN COULD DISRUPT FOOD ACCESS FOR CALIFORNIA WIC PARTICIPANTS

RESTRICTIONS COULD LIMIT AFFORDABILITY, AVAILABILITY, AND SHELF LIFE FOR CALIFORNIA WOMEN, INFANTS, AND CHILDREN FOOD SUBSIDY PARTICIPANTS THROUGHOUT THEIR MONTHLY BENEFIT PERIOD.

Packaging Material Distribution Across WIC-Approved Foods

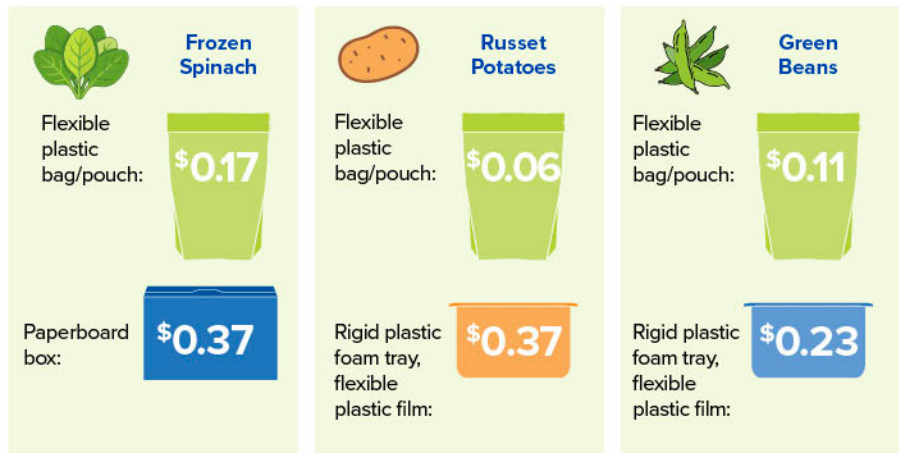
Flexible plastic represents the largest share of packaging materials used across WIC-approved foods. Only 4.5% of products offer an alternative packaging format, with product choice further limited in rural and Native communities.



Based on an audit of 304 WIC-approved products

When Alternatives Exist, They Often Cost More

Where alternative packaging formats are available, the study identifies differences in price per unit across packaging types.



Price per unit varies across packaging formats, with alternative materials often associated with higher costs.

WHAT THE DATA SHOWS

Flexible packaging dominates WIC-approved foods, with limited alternatives

Alternatives formats, when available, often cost more and affect shelf life

Packaging format directly impacts usability, food waste, and benefit utilization

WIC requirements can limit reuse and refillable packaging models

Policy goals and WIC program realities are not always aligned

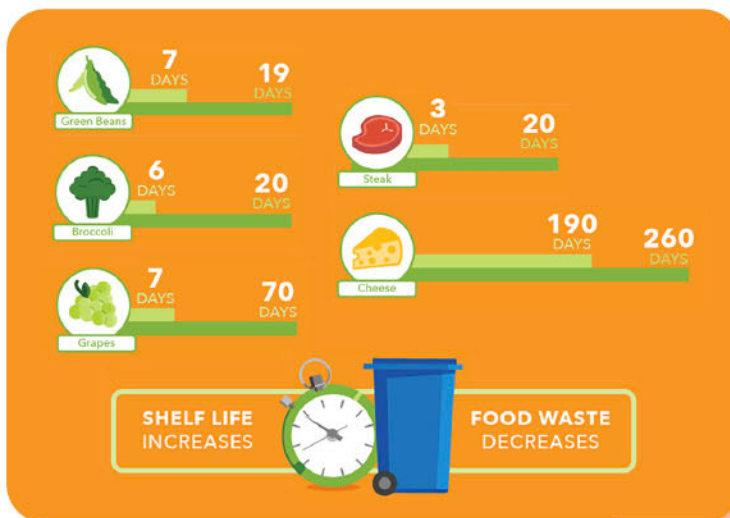
Thank you for shopping!



Access Dr. Andrew Hurley's research on WIC food access across urban, rural, and Native communities

Flexible Packaging Extends How Long Food Lasts and Reduces Waste

Flexible packaging is associated with longer product usability across multiple food categories due to its barrier properties, influencing how long food remains usable in the home.



Source: Packaging School Study on WIC Packaging Formats and Impacts