



**HEALTHY FOOD.
HEALTHY KID.
HAPPY MOM.**

The La Crosse WIC Program

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[Online Application for La Crosse County](#)

The goal of the WIC program is to support and educate pregnant, breastfeeding and postpartum women, infants, and young children in achieving optimal health and nutrition.

[Watch a YouTube Video to learn more about the WIC Program!](#)

WIC Provides:

- An eWIC card to use at the grocery store to help with the cost of nutritious foods including milk, yogurt, eggs, cereal, fruits and vegetables, whole grain foods, juice, & peanut butter.
- Breastfeeding education and support.
- Nutrition Education for healthy eating during pregnancy.
- Nutrition education for infants and children.
- Referrals to community programs.

[WIC Income Guidelines](#)



Picture above of eWIC card.

[USDA is an equal opportunity provider and employer – full statement](#)

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