



September 23, 2010

The Honorable George Miller
United States House of Representatives
Washington, DC 20515

Dear Chairman Miller:

On behalf of our nation's supermarkets and the families we feed, the Food Marketing Institute strongly supports S. 3307, the Healthy, Hunger-Free Kids Act of 2010, and we encourage the House to take up and pass this critical legislation, which contains important policy changes to help ensure a smooth transition for the Women, Infants, and Children (WIC) program to electronic benefits transfer (EBT).

FMI strongly supports modernization of the WIC program and the long-term conversion of the WIC program to EBT as we see great benefits for WIC-eligible mothers, including the ability to redeem benefits more than just once a month, as well as decreasing the stigma associated with program participation.

In order to continue to best serve the WIC customers who shop in our stores, FMI and our members believe it is critical to lay the groundwork for a smooth transition to WIC EBT that will help provide an efficient checkout experience for WIC-eligible mothers. The Healthy, Hunger-Free Kids Act of 2010, S. 3307, does so by calling for standard business operating rules for WIC, technical messaging standards and the creation of a national Universal Product Code database for WIC-approved products.

FMI strongly encourages you to support passage of the Healthy, Hunger-Free Kids Act of 2010, S. 3307, with these critical policy changes that will help keep costs low in the system and help our industry ensure WIC-eligible mothers continue to have a pleasant experience when they shop in our stores.

Sincerely,

Jennifer Hatcher
Senior Vice President
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