



June 10, 2010

The Honorable George Miller  
2205 Rayburn House Office Building  
Washington, DC 20515

Dear Chairman Miller:

Thank you very much for including language in the Improving Nutrition for America's Children Act to help ensure a smooth, seamless transition to Electronic Benefit Transfer (EBT) for the Women, Infants, and Children (WIC) program.

The Food Marketing Institute, on behalf of our nation's supermarkets and independent grocers, strongly supports the long-term conversion of the WIC program to EBT as we see great benefits for WIC mothers, including the ability to redeem benefits more than just once a month, as well as decreased stigma associated with program participation.

In order to continue to best serve the WIC customers who shop in our stores, we think it is critical to lay the groundwork for a smooth transition to WIC EBT that will help provide an efficient checkout experience for WIC mothers. We believe the Improving Nutrition for America's Children Act will do just this 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.

We commend you for your leadership in introducing this important legislation to help our industry ensure WIC mothers continue to have pleasant experience when they shop in our stores.

Sincerely,

Jennifer Hatcher  
Group Vice President, Government Relations  
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