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FOR IMMEDIATE RELEASE

PRESS RELEASE PR26-017

October 14, 2025

Temporary Change in WIC Food Brand Options Begins October 16, 2025

Hagåtña, Guam — The Guam Women, Infants, and Children (WIC) Program with the Department of Public Health and Social Services (DPHSS) will begin implementing the **Least Expensive Brand (LEB)** restrictions effective **October 16, 2025**.

This temporary change means participants must choose the least expensive brand available in certain food categories when redeeming WIC benefits.

The measure supports efforts to extend available program funds during the ongoing federal government shutdown. The WIC program currently has funding to continue services through at least October 2025, and potentially into the first week of November.

All participants will continue to receive their full monthly food benefits; however, brand and product selections in some categories will be limited to least expensive options.

To make shopping easier, WIC participants are encouraged to use the **ezWIC App** to scan food items in stores and confirm if they are approved and eligible for redemption.

The LEB restrictions will remain in place until federal funding returns to normal. Should Guam WIC funding decrease further, eWIC transactions may be temporarily paused, and all vendors and clients will receive notification in advance if this becomes necessary.

For questions or help understanding the updated food list, participants may contact any WIC clinic or Guam WIC Vendor Office at (671) 475-0300 or email michael.gallo@dphss.guam.gov.

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