



October 19, 2022

Emmy Ruiz  
Office of Political Strategy and Outreach  
The White House  
1650 Pennsylvania Avenue, NW  
Washington, D.C. 20502

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Ramiro A. Cavazos  
President & CEO

Dear Mrs. Ruiz,

On behalf of the United States Hispanic Chamber of Commerce (USHCC) and our Board of Directors, we write to express our strong concerns about the upcoming proposed rule amending the Women, Infants, and Children (WIC) program, specifically as it pertains to the health of Hispanic women, infants, and children in the United States and the Hispanic-owned businesses that depend on them.

The USHCC actively promotes the economic growth, development, and interests of more than five million Hispanic-owned businesses that, combined, contribute more than \$800 billion to the American economy every year. We also serve as a platform for a nationwide network of over 260 local Hispanic chambers of commerce.

On June 30, 2022, the USDA released its [Updated Spring 2022 Regulatory Agenda](#). It included a proposed rule known as the "[Special Supplemental Nutrition Program for Women, Infants and Children \(WIC\): Revisions in the WIC Food Packages](#)." The description states that the USDA will include recommendations from the [National Academies of Science, Engineering, and Medicine \(NASEM\) 2017 report on WIC food packages](#), which among other scientific findings, contains a recommendation that restricts WIC-eligible breakfast cereals to only those that meet the whole grain rich standard.

The USHCC appreciates the Administration's attention to racial and health equity, especially for our Hispanic community. As the USDA has noted, our community suffers from food and nutrition insecurity and as such, programs like WIC are critical to us. While we are not experts in the science, our knowledge about our Hispanic communities across the country makes us believe the NASEM recommendation will, if implemented, do more harm than good.

As I am sure you are aware, Latino communities generally favor corn and rice-based products over whole grain alternatives for cultural reasons. As such, this recommendation will likely decrease Hispanic families' consumption of the nutritious cereals needed to maintain a healthy diet. In other words, while the science might suggest that moving to only whole grain cereals for the WIC population should be considered, the implementation of that science will not have the desired result in our community.

While we appreciate your desire to address food and nutrition security in our community, we believe this policy takes us backward because of our cultural preferences. We hope that you and your team will use this rulemaking as an opportunity to find a solution that reflects our cultural preferences and does not allow cereal redemption or WIC participation rates to drop. We believe that, without a healthy and vibrant Hispanic population, our businesses can't thrive.

We thank you for your leadership and continued support of the Hispanic American community. We also thank you for consideration and look forward to a positive outcome on this important matter.

Respectfully,

Ramiro A. Cavazos  
President & CEO  
U.S. Hispanic Chamber of Commerce

CC: The White House