

# 2025 OREGON WIC DATA

## WIC STATE AGENCY

### GROWING HEALTHY FUTURES

Participating in WIC supports the long-term health of women, infants, children and families. WIC is proven to support longer pregnancies and positive birth outcomes<sup>1</sup>.

The American Academy of Pediatrics identifies three foundations of healthy child development:

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition<sup>2</sup>**

WIC is the premier public health nutrition program and it supports all three of these developmental foundations.



<sup>1</sup> Finger et al, Journal of Maternal and Child Health, 2017    <sup>2</sup> American Academy of Pediatrics, Policy statement, 2012

### WHO WE SERVED



119464

Women, infants and children participated in WIC

33%

of all pregnant women served by WIC

68419

WIC families served

3 OUT OF 4



participants are infants and children under five

### BREASTFEEDING

96%

of WIC moms start out breastfeeding

44%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION  
Special Supplemental Nutrition Program for Women, Infants & Children

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### ECONOMIC BENEFITS OF WIC

#### 483 LOCAL STORES ACCEPTING WIC:

- 112 Owner operated stores
- 307 Regional and national chains
- 64 Pharmacies

# \$67.8 M

Total WIC dollars spent  
by participants  
at local stores

#### STORES THAT ACCEPT WIC MUST CARRY:

- At least 8 kinds of fresh fruits and vegetables
- Whole grain products
- Yogurt and milk
- Canned or dry beans
- Fish in cans/pouches



#### WIC FARM DIRECT NUTRITION PROGRAM

The Farm Direct Nutrition Program provides families with an additional source of nutritious food and education on selecting and preparing fresh produce.

# 752 PARTICIPATING FARMS

at local farmers markets  
and farm stands

# \$630,764

Farm Direct dollars  
paid  
to local farmers

#### WIC CLINIC SITES

Over 100 WIC clinics across Oregon

*For more details about these numbers, please visit:*

<https://www.oregon.gov/OHA/PH/HEALTHYPEOPLEFAMILIES/WIC/Pages/annual.aspx>

**541-426-4502**

<https://www.healthoregon.org/WIC>

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