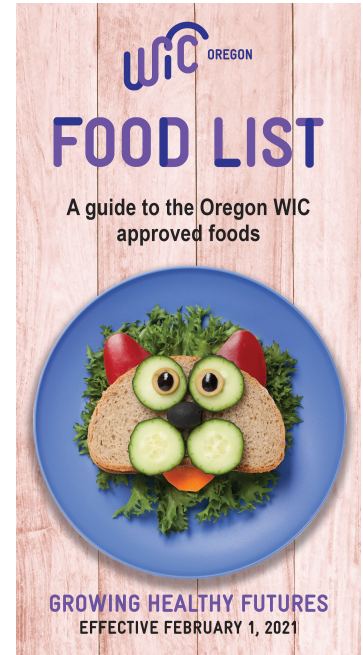


What makes Oregon WIC foods special?

“Oregon WIC Foods = a stamp of good health on food selection.” - Sue Woodbury, Oregon WIC Program Director

WIC foods in every state must meet nutrition requirements set up by the U.S. Department of Agriculture. Oregon has further selected a set of foods that appeal specifically to Oregonians. Oregon WIC is investing in foods that appeal to the cultural needs and unique dietary preferences of our families. This increases the chance that families will stay on the program to receive the benefits and reap the health rewards of an improved diet.



WIC is setting the standard in the marketplace for foods with lower sugar, salt, and fat than the industry norm.

- WIC strives to provide foods without artificial sweeteners or coloring.
- Oregon selected yogurts that have lower sugar levels than the national standard while still in flavors that kids prefer.
- Children over 2 and women routinely receive lowfat or nonfat milk instead of higher fat milks.

WIC addresses the concerns we hear from families.

- Oregon provides options for organic baby food fruits, vegetables, meat and cereals.
- Families can choose organic fruit and vegetables with their WIC benefits.
- WIC offers caregivers fresh fruit and vegetable benefits to replace baby food for their infants at 9 months so they can make their own baby food.
- WIC provides a variety of whole grain options that are familiar to many different cultures, including whole grain pasta, brown rice, corn or whole wheat tortillas, oats and bulgur.
- Oregon offers soy beverage and tofu for families that need or want an alternative to dairy products. Families can also replace part of their milk benefit with yogurt.

- WIC families can select cereals that are gluten free, whole grain, or provide 100% of the RDA for folic acid (a nutrient vital to preventing birth defects.)
- Oregon selects foods that don't use cartoon characters to market their products to children.

WIC gives families the building blocks for healthy meals.

- WIC gives families faster, easier ways to build healthy meals with the addition of canned beans, whole grain pasta, whole wheat tortillas and instant brown rice.

WIC has to make tough choices to be good stewards of public resources

- Organic milk in Oregon costs 2 to 3 times the amount of non-organic milks, making organic milk cost-prohibitive for WIC. Milk produced by Oregon farmers, however, has no growth hormones (rbGH)¹ and is a healthy choice for families.
- Oregon determined that the cost impact of offering eggs marketed as being “cage free” outweighed the benefit of providing these in WIC. All eggs provide the same nutrition benefit, but cage free eggs did not support our commitment to fiscal responsibility.

¹ According to Oregon Dairy Council data.