

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² 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

2025 OREGON WIC DATA

WIC STATE AGENCY

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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Revised 2/20/2026

2025 OREGON WIC DATA

BAKER COUNTY HEALTH DEPARTMENT

GROWING HEALTHY FUTURES

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



485

Women, infants and children participated in WIC

33%

of all pregnant women served by WIC

271

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

97%

of WIC moms start out breastfeeding

46%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

BAKER COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

3 LOCAL STORES ACCEPTING WIC:

- 1 Owner operated stores
- 2 Regional and national chains
- 0 Pharmacies

\$233,583

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.

3 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$2,292

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Baker County

For more details about these numbers, please visit:

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

541-523-8211

<https://bakercountyor.org/women-infants-and-children/>

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2025 OREGON WIC DATA

BENTON COUNTY HEALTH DEPARTMENT

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 outcomes¹.

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- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1627

Women, infants and children participated in WIC

28%

of all pregnant women served by WIC

931

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

98%

of WIC moms start out breastfeeding

56%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

BENTON COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

10 LOCAL STORES ACCEPTING WIC:

- 3 Owner operated stores
- 7 Regional and national chains
- 0 Pharmacies

\$864,963

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.

26 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$12,908

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Corvallis, Monroe

For more details about these numbers, please visit:

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

541-766-6812

<https://health.bentoncountyor.gov/wic/>

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2025 OREGON WIC DATA

CLACKAMAS COUNTY PUBLIC HEALTH

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 outcomes¹.

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



6903

Women, infants and children participated in WIC

21%

of all pregnant women served by WIC

3821

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

96%

of WIC moms start out breastfeeding

45%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

CLACKAMAS COUNTY PUBLIC HEALTH

ECONOMIC BENEFITS OF WIC

45 LOCAL STORES ACCEPTING WIC:

- 3 Owner operated stores
- 34 Regional and national chains
- 8 Pharmacies

\$3,755,520

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.

46 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$24,432

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Canby (Remote WIC Services), Milwaukie, Oregon City, Sandy, Wilsonville

For more details about these numbers, please visit:

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

503-655-8476

<https://www.clackamas.us/publichealth/wic>

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2025 OREGON WIC DATA

CLATSOP COUNTY PUBLIC HEALTH

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 outcomes¹.

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1121

Women, infants and children participated in WIC

39%

of all pregnant women served by WIC

642

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

100%

of WIC moms start out breastfeeding

48%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

CLATSOP COUNTY PUBLIC HEALTH

ECONOMIC BENEFITS OF WIC

7 LOCAL STORES ACCEPTING WIC:

- 3 Owner operated stores
- 4 Regional and national chains
- 0 Pharmacies

\$608,494

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.

5 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$5,028

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Astoria, Seaside

For more details about these numbers, please visit:

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

503-338-3637

www.co.clatsop.or.us/publichealth/page/wic-women-infants-and-children

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2025 OREGON WIC DATA

COLUMBIA HEALTH SERVICES (CHS)

GROWING HEALTHY FUTURES

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1600

Women, infants and children participated in WIC

30%

of all pregnant women served by WIC

885

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

90%

of WIC moms start out breastfeeding

47%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

COLUMBIA HEALTH SERVICES (CHS)

ECONOMIC BENEFITS OF WIC

6 LOCAL STORES ACCEPTING WIC:

- 2 Owner operated stores
- 3 Regional and national chains
- 1 Pharmacies

\$902,663

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.

8 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$5,484

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Clatskanie, Rainier, Scappoose, St. Helens, Vernonia

For more details about these numbers, please visit:

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

503-397-4651

<https://columbia-health.org/wic/>

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2025 OREGON WIC DATA

COOS COUNTY HEALTH & WELLNESS

GROWING HEALTHY FUTURES

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1822

Women, infants and children participated in WIC

38%

of all pregnant women served by WIC

1029

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

2025 OREGON WIC DATA

COOS COUNTY HEALTH & WELLNESS

ECONOMIC BENEFITS OF WIC

14 LOCAL STORES ACCEPTING WIC:

- 7 Owner operated stores
- 6 Regional and national chains
- 1 Pharmacies

\$1,013,969

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.

4 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$7,928

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Bandon, Coos Bay, Coquille, Coquille Tribe, Lakeside, Myrtle Point, Powers

For more details about these numbers, please visit:

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

541-266-6705

<https://cooshealthandwellness.org/public-health/clinical-services/women-infants-and-children/>

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2025 OREGON WIC DATA

CROOK COUNTY HEALTH DEPARTMENT

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 outcomes¹.

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1040

Women, infants and children participated in WIC

39%

of all pregnant women served by WIC

584

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

94%

of WIC moms start out breastfeeding

57%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

CROOK COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

5 LOCAL STORES ACCEPTING WIC:

- 4 Owner operated stores
- 1 Regional and national chains
- 0 Pharmacies

\$608,241

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.

2

PARTICIPATING FARMS

at local farmers markets
and farm stands

\$5,828

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Mitchell (Remote WIC Services), Prineville

For more details about these numbers, please visit:

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

541-447-5165

<https://co.crook.or.us/health/page/women-infants-children-wic>

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2025 OREGON WIC DATA

DESCHUTES COUNTY HEALTH SERVICES

GROWING HEALTHY FUTURES

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



5213

Women, infants and children participated in WIC

27%

of all pregnant women served by WIC

2950

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

98%

of WIC moms start out breastfeeding

52%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

DESCHUTES COUNTY HEALTH SERVICES

ECONOMIC BENEFITS OF WIC

25 LOCAL STORES ACCEPTING WIC:

- 7 Owner operated stores
- 15 Regional and national chains
- 3 Pharmacies

\$2,807,971

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.

22 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$25,160

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Bend, La Pine, Redmond, Sisters, Stillwater, Sunriver

For more details about these numbers, please visit:

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

541-322-7435

<https://www.deschutes.org/health/page/women-infants-and-children-wic>

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2025 OREGON WIC DATA

DOUGLAS COUNTY WIC, A PROGRAM OF UCAN

GROWING HEALTHY FUTURES

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- **Safe, Supportive Environments**
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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



4430

Women, infants and children participated in WIC

46%

of all pregnant women served by WIC

2470

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

96%

of WIC moms start out breastfeeding

53%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

DOUGLAS COUNTY WIC, A PROGRAM OF UCAN

ECONOMIC BENEFITS OF WIC

17 LOCAL STORES ACCEPTING WIC:

- 5 Owner operated stores
- 10 Regional and national chains
- 2 Pharmacies

\$2,466,034

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.

21 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$23,400

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Camas Valley, Canyonville, Drain, Glendale, Glide, Myrtle Creek, Reedsport, Roseburg, Sutherlin

For more details about these numbers, please visit:

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

541-440-3516

<https://www.ucancap.org/wic/>

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2025 OREGON WIC DATA

GRANT COUNTY HEALTH DEPARTMENT

GROWING HEALTHY FUTURES

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



186

Women, infants and children participated in WIC

28%

of all pregnant women served by WIC

99

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

92%

of WIC moms start out breastfeeding

48%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

GRANT COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

2 LOCAL STORES ACCEPTING WIC:

- 2 Owner operated stores
- 0 Regional and national chains
- 0 Pharmacies

\$113,344

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.

0

PARTICIPATING FARMS

at local farmers markets
and farm stands

\$668

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

John Day

For more details about these numbers, please visit:

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

541-575-0429

<https://gilliamcountypublichealth.org/wic/>

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2025 OREGON WIC DATA

HARNEY COUNTY HEALTH DEPARTMENT

GROWING HEALTHY FUTURES

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² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



303

Women, infants and children participated in WIC

35%

of all pregnant women served by WIC

152

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

92%

of WIC moms start out breastfeeding

43%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

HARNEY COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

1 LOCAL STORES ACCEPTING WIC:

- 0 Owner operated stores
- 1 Regional and national chains
- 0 Pharmacies

\$164,086

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.

5 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$1,272

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Harney, Waditika Tribal Health Center

For more details about these numbers, please visit:

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

541-573-2271

<https://harneycountyor.gov/women-infants-children-wic/>

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2025 OREGON WIC DATA

HOOD RIVER COUNTY HEALTH DEPARTMENT

GROWING HEALTHY FUTURES

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- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



865

Women, infants and children participated in WIC

45%

of all pregnant women served by WIC

527

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

100%

of WIC moms start out breastfeeding

64%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

HOOD RIVER COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

6 LOCAL STORES ACCEPTING WIC:

- 4 Owner operated stores
- 1 Regional and national chains
- 1 Pharmacies

\$477,342

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.

17 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$2,976

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Cascade Locks, Hood River, Parkdale

For more details about these numbers, please visit:

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

541-387-6882

<https://www.hoodrivercounty.gov/wic>

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2025 OREGON WIC DATA

JACKSON COUNTY HEALTH AND HUMAN SERVICES

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



7486

Women, infants and children participated in WIC

42%

of all pregnant women served by WIC

4258

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

98%

of WIC moms start out breastfeeding

49%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

JACKSON COUNTY HEALTH AND HUMAN SERVICES

ECONOMIC BENEFITS OF WIC

31 LOCAL STORES ACCEPTING WIC:

- 6 Owner operated stores
- 23 Regional and national chains
- 2 Pharmacies

\$4,214,235

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.

22 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$33,268

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Medford, Rogue Family Center

For more details about these numbers, please visit:

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

541-774-8203

https://www.jacksoncountyor.gov/departments/health_human_services/programs_and_services/public_health/wic/index.php

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2025 OREGON WIC DATA

JEFFERSON COUNTY PUBLIC HEALTH

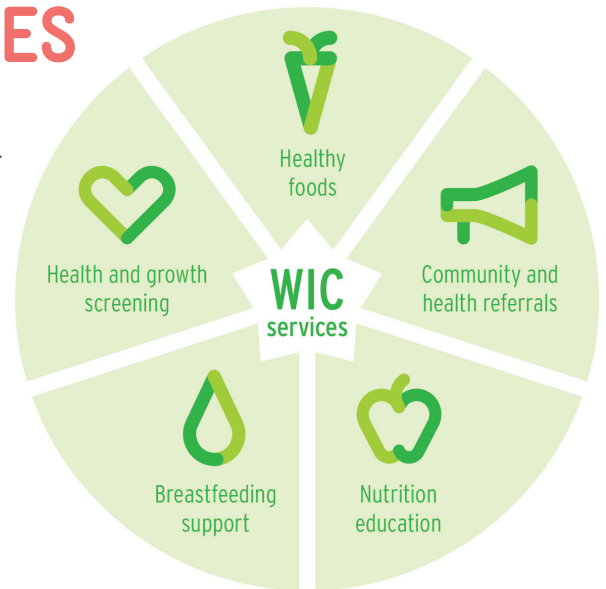
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- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1038

Women, infants and children participated in WIC

48%

of all pregnant women served by WIC

553

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

99%

of WIC moms start out breastfeeding

53%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

JEFFERSON COUNTY PUBLIC HEALTH

ECONOMIC BENEFITS OF WIC

3 LOCAL STORES ACCEPTING WIC:

- 2 Owner operated stores
- 1 Regional and national chains
- 0 Pharmacies

\$574,739

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.

5 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$4,156

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Madras

For more details about these numbers, please visit:

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

541-475-4456

<https://www.jeffco.net/publichealth/page/wic>

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2025 OREGON WIC DATA

JOSEPHINE COUNTY HEALTH DEPARTMENT

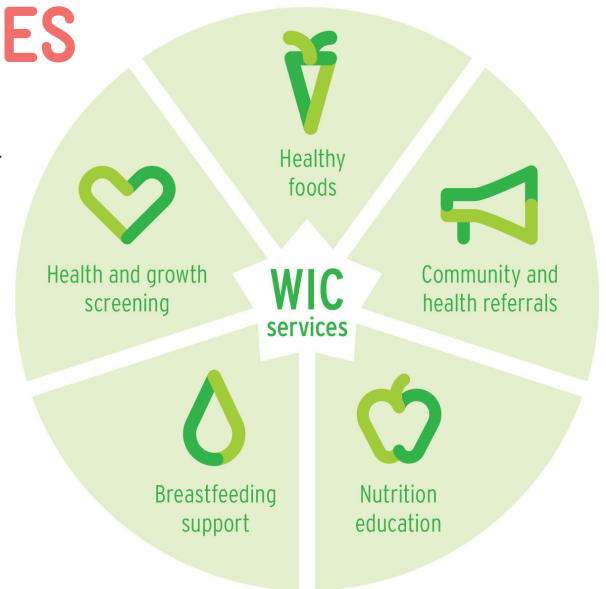
GROWING HEALTHY FUTURES

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- **Stable, Responsive Relationships**
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- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



3728

Women, infants and children participated in WIC

42%

of all pregnant women served by WIC

2108

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

97%

of WIC moms start out breastfeeding

53%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

JOSEPHINE COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

16 LOCAL STORES ACCEPTING WIC:

- 4 Owner operated stores
- 11 Regional and national chains
- 1 Pharmacies

\$2,064,307

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.

22 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$14,404

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Brookings, Cave Junction, Gold Beach, Grants Pass, Port Orford

For more details about these numbers, please visit:

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

541-474-5333

https://www.josephinecounty.gov/departments/public_health/family_support_services/wic.php

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2025 OREGON WIC DATA

KLAMATH COUNTY PUBLIC HEALTH

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



2895

Women, infants and children participated in WIC

44%

of all pregnant women served by WIC

1639

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

98%

of WIC moms start out breastfeeding

35%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

KLAMATH COUNTY PUBLIC HEALTH

ECONOMIC BENEFITS OF WIC

8 LOCAL STORES ACCEPTING WIC:

- 5 Owner operated stores
- 3 Regional and national chains
- 0 Pharmacies

\$1,653,603

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.

14 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$9,560

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Chiloquin, Klamath Falls, Malin, Merrill

For more details about these numbers, please visit:

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

541-883-4276

<https://www.klamathcounty.org/418/Women-Infants-Children-WIC>

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2025 OREGON WIC DATA

LAKE COUNTY PUBLIC HEALTH

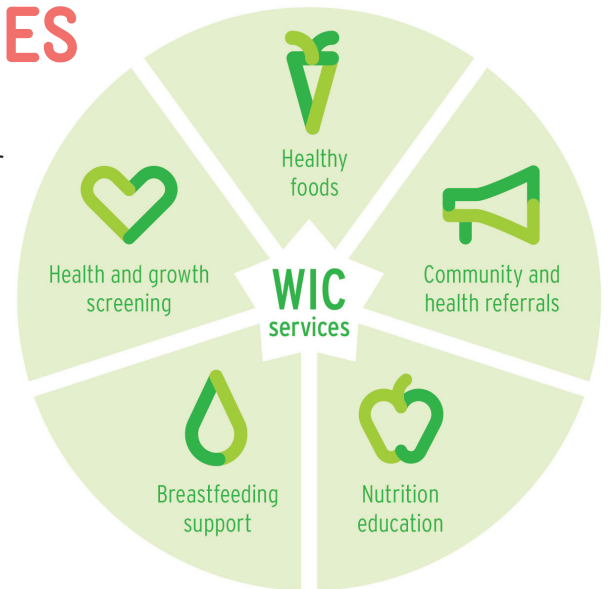
GROWING HEALTHY FUTURES

Participating in WIC supports the long-term health of women, infants, children and families. WIC is proven to support longer pregnancies and positive birth outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



219

Women, infants and children participated in WIC

32%

of all pregnant women served by WIC

120

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

100%

of WIC moms start out breastfeeding

40%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

LAKE COUNTY PUBLIC HEALTH

ECONOMIC BENEFITS OF WIC

3 LOCAL STORES ACCEPTING WIC:

- 2 Owner operated stores
- 1 Regional and national chains
- 0 Pharmacies

\$104,290

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.

1 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$1,424

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Christmas Valley, Lake County

For more details about these numbers, please visit:

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

541-947-6045

https://www.wicprograms.org/li/lake_county_wic_clinic_97630

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2025 OREGON WIC DATA

LANE COUNTY HEALTH AND HUMAN SERVICES

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



9414

Women, infants and children participated in WIC

34%

of all pregnant women served by WIC

5403

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

97%

of WIC moms start out breastfeeding

53%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

LANE COUNTY HEALTH AND HUMAN SERVICES

ECONOMIC BENEFITS OF WIC

43 LOCAL STORES ACCEPTING WIC:

- 4 Owner operated stores
- 33 Regional and national chains
- 6 Pharmacies

\$5,029,136

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.

49 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$50,944

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Cottage Grove, Eugene, Florence, Oakridge

For more details about these numbers, please visit:

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

541-682-4202

https://lanecounty.org/government/county_departments/health_and_human_services/public_health/women_infants_children_w_i_c_program

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2025 OREGON WIC DATA

LINCOLN COUNTY HEALTH & HUMAN SERVICES

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1476

Women, infants and children participated in WIC

46%

of all pregnant women served by WIC

864

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

95%

of WIC moms start out breastfeeding

46%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

LINCOLN COUNTY HEALTH & HUMAN SERVICES

ECONOMIC BENEFITS OF WIC

14 LOCAL STORES ACCEPTING WIC:

- 7 Owner operated stores
- 5 Regional and national chains
- 2 Pharmacies

\$811,094

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.

4 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$8,048

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Lincoln City, Newport, Siletz, Waldport

For more details about these numbers, please visit:

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

541-265-4163

<https://www.co.lincoln.or.us/682/Women-Infants-Children-WIC>

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2025 OREGON WIC DATA

LINN COUNTY HEALTH DEPARTMENT

GROWING HEALTHY FUTURES

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



4264

Women, infants and children participated in WIC

33%

of all pregnant women served by WIC

2345

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

97%

of WIC moms start out breastfeeding

43%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

LINN COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

13 LOCAL STORES ACCEPTING WIC:

- 4 Owner operated stores
- 8 Regional and national chains
- 1 Pharmacies

\$2,230,930

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.

22 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$26,196

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Albany, Lebanon, Sweet Home

For more details about these numbers, please visit:

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

541-967-3888

<https://www.linncountyhealth.org/ph/page/wic-nutrition-program>

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2025 OREGON WIC DATA

MALHEUR COUNTY HEALTH DEPARTMENT

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



2053

Women, infants and children participated in WIC

57%

of all pregnant women served by WIC

1167

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

98%

of WIC moms start out breastfeeding

30%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

MALHEUR COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

7 LOCAL STORES ACCEPTING WIC:

- 3 Owner operated stores
- 3 Regional and national chains
- 1 Pharmacies

\$1,180,006

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.

4 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$12,788

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Ontario

For more details about these numbers, please visit:

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

541-889-7279

<http://malheurhealth.org>

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2025 OREGON WIC DATA

MARION COUNTY HEALTH AND HUMAN SERVICES

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 outcomes¹.

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- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



7581

Women, infants and children participated in WIC

42%

of all pregnant women served by WIC

4106

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

96%

of WIC moms start out breastfeeding

45%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

MARION COUNTY HEALTH AND HUMAN SERVICES

ECONOMIC BENEFITS OF WIC

39 LOCAL STORES ACCEPTING WIC:

- 13 Owner operated stores
- 19 Regional and national chains
- 7 Pharmacies

\$4,244,282

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.

5 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$40,612

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Early College HS, Salem, Santiam, Silverton, Woodburn

For more details about these numbers, please visit:

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

503-588-5057

www.co.marion.or.us/HLT/PH/WIC

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2025 OREGON WIC DATA

MULTNOMAH COUNTY HEALTH DEPARTMENT

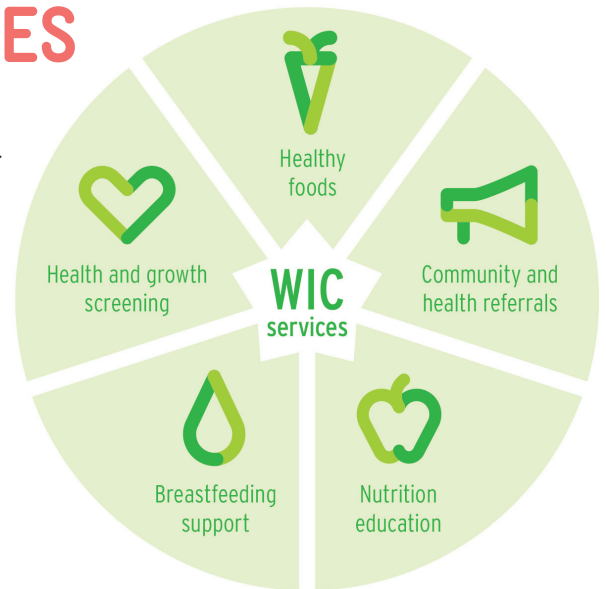
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- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



18982

Women, infants and children participated in WIC

31%

of all pregnant women served by WIC

10753

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

96%

of WIC moms start out breastfeeding

40%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

MULTNOMAH COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

72 LOCAL STORES ACCEPTING WIC:

- 6 Owner operated stores
- 51 Regional and national chains
- 15 Pharmacies

\$10,998,494

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.

42

**PARTICIPATING
FARMS**

at local farmers markets
and farm stands

\$114,732

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

AVIVA, East County, Fernhill WIC, Gateway, NAYA, North Portland, Northeast

For more details about these numbers, please visit:

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

503-988-3503

multco.us/health/wic

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2025 OREGON WIC DATA

POLK COUNTY HEALTH DEPARTMENT

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1564

Women, infants and children participated in WIC

28%

of all pregnant women served by WIC

854

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

91%

of WIC moms start out breastfeeding

50%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

POLK COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

9 LOCAL STORES ACCEPTING WIC:

- 4 Owner operated stores
- 4 Regional and national chains
- 1 Pharmacies

\$842,696

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.

17 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$5,628

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Dallas, Falls City, Monmouth/Independence

For more details about these numbers, please visit:

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

503-623-8175

www.co.polk.or.us/ph/wic-women-infants-children

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2025 OREGON WIC DATA

TILLAMOOK COUNTY PUBLIC HEALTH

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



823

Women, infants and children participated in WIC

39%

of all pregnant women served by WIC

480

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

99%

of WIC moms start out breastfeeding

37%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

TILLAMOOK COUNTY PUBLIC HEALTH

ECONOMIC BENEFITS OF WIC

5 LOCAL STORES ACCEPTING WIC:

- 3 Owner operated stores
- 2 Regional and national chains
- 0 Pharmacies

\$440,081

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.

6 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$4,692

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

North County (Rockaway Beach), Tillamook

For more details about these numbers, please visit:

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

503-842-1150

<https://tillamookchc.org/public-health/nutrition-for-women-infants-children-wic/>

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Revised 2/20/2026

2025 OREGON WIC DATA

CENTER FOR HUMAN DEVELOPMENT (UNION)

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



954

Women, infants and children participated in WIC

33%

of all pregnant women served by WIC

526

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

99%

of WIC moms start out breastfeeding

31%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

CENTER FOR HUMAN DEVELOPMENT (UNION)

ECONOMIC BENEFITS OF WIC

4 LOCAL STORES ACCEPTING WIC:

- 2 Owner operated stores
- 2 Regional and national chains
- 0 Pharmacies

\$490,962

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.

5 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$3,904

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

La Grande

For more details about these numbers, please visit:

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

541-962-8829

<https://www.chdinc.org/wic>

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2025 OREGON WIC DATA

NORTH CENTRAL PUBLIC HEALTH DISTRICT

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



1059

Women, infants and children participated in WIC

50%

of all pregnant women served by WIC

631

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

96%

of WIC moms start out breastfeeding

47%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

NORTH CENTRAL PUBLIC HEALTH DISTRICT

ECONOMIC BENEFITS OF WIC

3 LOCAL STORES ACCEPTING WIC:

- 0 Owner operated stores
- 2 Regional and national chains
- 1 Pharmacies

\$583,023

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.

11 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$4,276

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Maupin, Moro, The Dalles

For more details about these numbers, please visit:

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

541-506-2610

<https://www.ncphd.org/wic>

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2025 OREGON WIC DATA

WASHINGTON COUNTY PUBLIC HEALTH

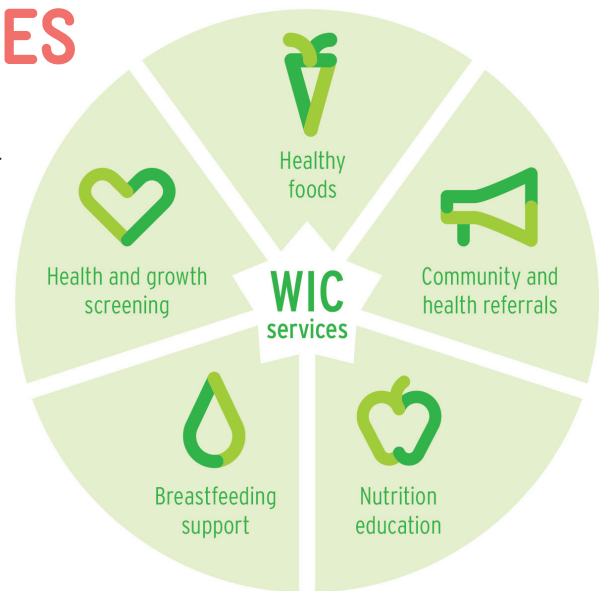
GROWING HEALTHY FUTURES

Participating in WIC supports the long-term health of women, infants, children and families. WIC is proven to support longer pregnancies and positive birth outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



14275

Women, infants and children participated in WIC

25%

of all pregnant women served by WIC

8324

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

97%

of WIC moms start out breastfeeding

42%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

WASHINGTON COUNTY PUBLIC HEALTH

ECONOMIC BENEFITS OF WIC

59 LOCAL STORES ACCEPTING WIC:

- 3 Owner operated stores
- 47 Regional and national chains
- 9 Pharmacies

\$7,968,676

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.

41 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$84,052

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Beaverton, Hillsboro, Tigard

For more details about these numbers, please visit:

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

503-846-3555

<https://www.washingtoncountyor.gov/wic>

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2025 OREGON WIC DATA

SALUD WIC PROGRAM

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



12955

Women, infants and children participated in WIC

38%

of all pregnant women served by WIC

7464

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

96%

of WIC moms start out breastfeeding

38%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

SALUD WIC PROGRAM

ECONOMIC BENEFITS OF WIC

48 LOCAL STORES ACCEPTING WIC:

- 15 Owner operated stores
- 24 Regional and national chains
- 9 Pharmacies

\$7,336,151

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.

54 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$74,700

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Beverly, Lancaster, McMinnville, Newberg, Pacific Pediatrics, Rosewood, Woodburn, Yamhill County Mobile Clinic

For more details about these numbers, please visit:

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

1-855-942-9420

<https://www.yvfwc.com/service/wic/>

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2025 OREGON WIC DATA

THE CONFEDERATED TRIBES OF WARM SPRINGS

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



300

Women, infants and children participated in WIC

68%

of all pregnant women served by WIC

153

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

97%

of WIC moms start out breastfeeding

57%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

THE CONFEDERATED TRIBES OF WARM SPRINGS

ECONOMIC BENEFITS OF WIC

3 LOCAL STORES ACCEPTING WIC:

- 2 Owner operated stores
- 1 Regional and national chains
- 0 Pharmacies

\$130,688

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.

0

PARTICIPATING FARMS

at local farmers markets
and farm stands

\$624

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Warm Springs Health and Wellness Center

For more details about these numbers, please visit:

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

541-553-2352

<https://warmsprings-nsn.gov/program/warm-springs-health-wellness-center/>

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2025 OREGON WIC DATA

THE CONFEDERATED TRIBES OF UMATILLA

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



129

Women, infants and children participated in WIC

44%

of all pregnant women served by WIC

87

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

100%

of WIC moms start out breastfeeding

43%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

THE CONFEDERATED TRIBES OF UMATILLA

ECONOMIC BENEFITS OF WIC

8 LOCAL STORES ACCEPTING WIC:

- 3 Owner operated stores
- 5 Regional and national chains
- 0 Pharmacies

\$56,842

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.

15 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$488

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Yellowhawk Tribal Health Center

For more details about these numbers, please visit:

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

541-240-8521

<https://yellowhawk.org/public-health/>

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2025 OREGON WIC DATA

UMATILLA-MORROW HEAD START

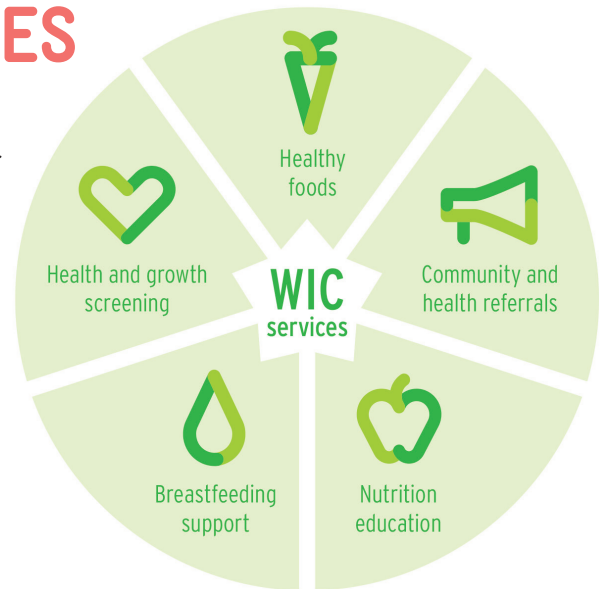
GROWING HEALTHY FUTURES

Participating in WIC supports the long-term health of women, infants, children and families. WIC is proven to support longer pregnancies and positive birth outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



4696

Women, infants and children participated in WIC

46%

of all pregnant women served by WIC

2661

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

90%

of WIC moms start out breastfeeding

30%

of WIC moms breastfeed exclusively for six months



PUBLIC HEALTH DIVISION

Special Supplemental Nutrition Program for Women, Infants & Children

2025 OREGON WIC DATA

UMATILLA-MORROW HEAD START

ECONOMIC BENEFITS OF WIC

2 LOCAL STORES ACCEPTING WIC:

- 2 Owner operated stores
- 0 Regional and national chains
- 0 Pharmacies

\$2,784,115

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.

1 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$17,544

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Boardman, Fossil, Heppner, Hermiston, Irrigon, Milton-Freewater, Pendleton, Umatilla

For more details about these numbers, please visit:

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

541-564-6878

<https://www.umchs.org/o/wic/page/wic-home-page-copy>

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2025 OREGON WIC DATA

GILLIAM COUNTY HEALTH DEPARTMENT

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 outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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



¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



46

Women, infants and children participated in WIC

55%

of all pregnant women served by WIC

24

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

100%

of WIC moms start out breastfeeding

71%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

GILLIAM COUNTY HEALTH DEPARTMENT

ECONOMIC BENEFITS OF WIC

1 LOCAL STORES ACCEPTING WIC:

- 1 Owner operated stores
- 0 Regional and national chains
- 0 Pharmacies

\$14,977

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.

0

PARTICIPATING FARMS

at local farmers markets
and farm stands

\$136

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Arlington, Condon

For more details about these numbers, please visit:

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

541-626-7088

<https://gilliamcountypublichealth.org/wic/>

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2025 OREGON WIC DATA

WINDING WATERS MEDICAL CLINIC

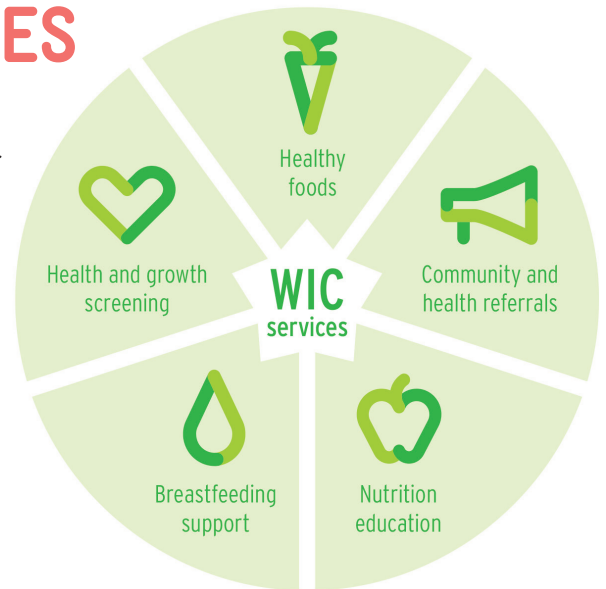
GROWING HEALTHY FUTURES

Participating in WIC supports the long-term health of women, infants, children and families. WIC is proven to support longer pregnancies and positive birth outcomes¹.

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

- **Stable, Responsive Relationships**
- **Safe, Supportive Environments**
- **Appropriate Nutrition²**

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¹ Finger et al, Journal of Maternal and Child Health, 2017

² American Academy of Pediatrics, Policy statement, 2012

WHO WE SERVED



144

Women, infants and children participated in WIC

35%

of all pregnant women served by WIC

91

WIC families served

3 OUT OF 4

participants are infants and children under five



BREASTFEEDING

100%

of WIC moms start out breastfeeding

60%

of WIC moms breastfeed exclusively for six months

2025 OREGON WIC DATA

WINDING WATERS MEDICAL CLINIC

ECONOMIC BENEFITS OF WIC

3 LOCAL STORES ACCEPTING WIC:

- 2 Owner operated stores
- 1 Regional and national chains
- 0 Pharmacies

\$62,859

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.

4 PARTICIPATING FARMS

at local farmers markets
and farm stands

\$204

Farm Direct dollars
paid
to local farmers

WIC CLINIC SITES

Winding Waters Medical Clinic, Wallowa Satellite Clinic

For more details about these numbers, please visit:

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

541-426-4502

<https://windingwaters.org/wic-services/>

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