

# Minnesota WIC Facts 2025

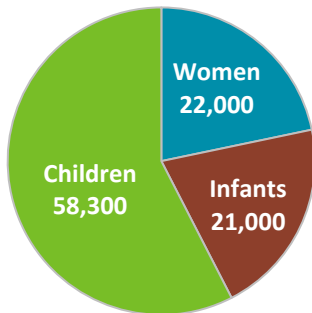
## Powerful WIC outcomes

- WIC participants have healthier diets.<sup>1,2</sup>
- WIC reduces costs. Every \$1 invested in WIC saves \$2.48 in medical, educational, and productivity costs.<sup>3</sup>
- WIC helps prevent preterm births and decrease infant mortality within the first year of life.<sup>4</sup>
- The WIC fruit and vegetable benefit increases fruit and vegetable intake, food security, and participation.<sup>5</sup>

## MN WIC participants

- During Federal Fiscal Year (FFY) 2024, an average of 101,300 low-income women, infants, and children up to age five participated monthly in the MN WIC program.<sup>6</sup>

**FFY 2024 Average Monthly Participation in MN WIC<sup>6</sup>**



- In 2023, an estimated 37.5% of all infants born in Minnesota participated in MN WIC.<sup>6</sup>
- Minnesota serves 65.7% of those eligible for WIC, ranking within the top four states nationwide.<sup>7</sup>

## Nutrition & breastfeeding support

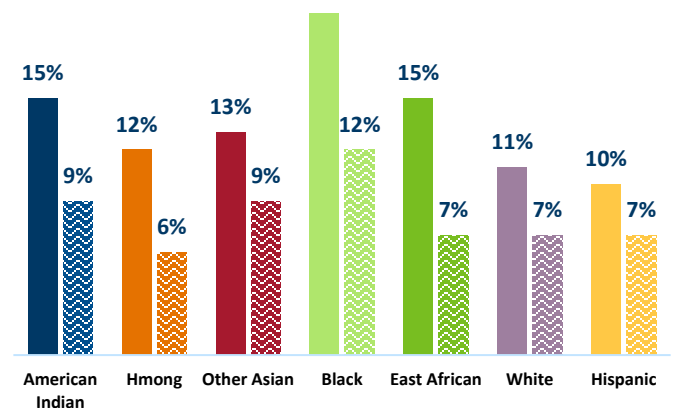
- Participants receive an individualized nutrition assessment along with education and referrals to community resources.
- WIC promotes and supports breastfeeding, including exclusive breastfeeding, and provides one-on-one support before and during a parent’s breastfeeding journey.
- Many local WIC programs provide a [peer breastfeeding support program](#) to parents.

## Healthy foods

- WIC provides healthy foods including fruits, vegetables, whole grains, low-fat dairy, and iron-fortified infant formula.
- In FFY 2024, MN WIC issued \$31.1 million in benefits specifically for fruits and vegetables.<sup>6</sup> Monthly fruit and vegetable benefit levels in 2024 increased to \$26 for children and \$47 to \$52 for pregnant and postpartum participants.<sup>6</sup>
- During FFY 2024, MN WIC participants purchased \$93.2 million in WIC foods at local grocery stores.<sup>6</sup>

## WIC improves birth weight

**Low Birth Weight in Medicaid-Funded Births, 2023<sup>6</sup>**



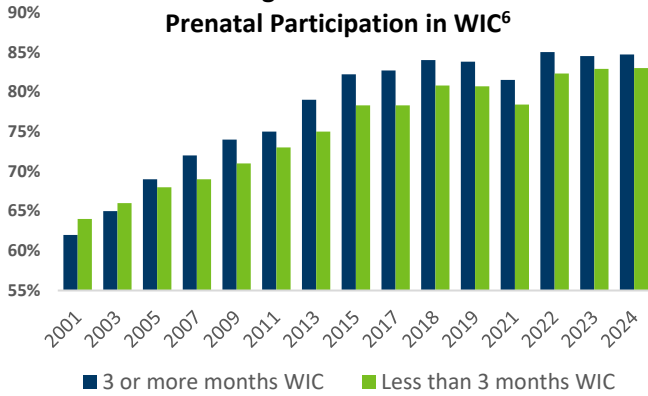
Solid: No WIC Prenatal Participation  
Patterned: Prenatal participation in WIC for 3 or more months

In Medicaid-funded births, pregnant people participating in MN WIC for three or more months had fewer infants born with low birth weight compared to those not participating.<sup>6</sup> The medical cost for each low-birth-weight infant ranges between \$114,000 and \$604,000.<sup>8</sup>

## Breastfeeding rates

Prenatal participation in MN WIC earlier in pregnancy improves breastfeeding initiation. Meeting breastfeeding recommendations could save \$17.2 billion (2014 dollars) in national annual medical costs and prevent 3,340 deaths yearly.<sup>9</sup>

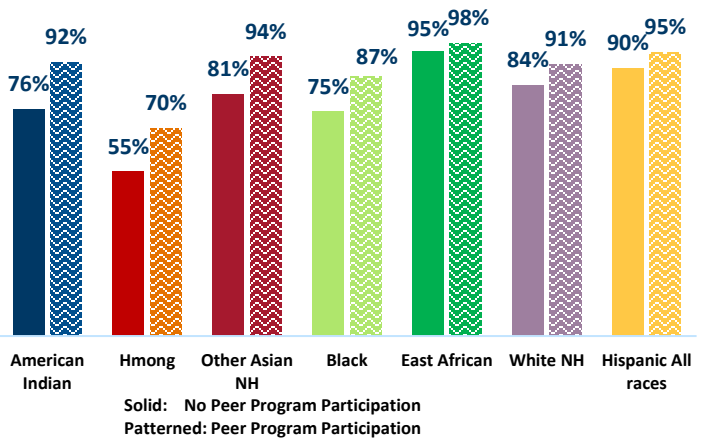
**Breastfeeding Initiation Increases with Prenatal Participation in WIC<sup>6</sup>**



## Peer breastfeeding support advances health equity

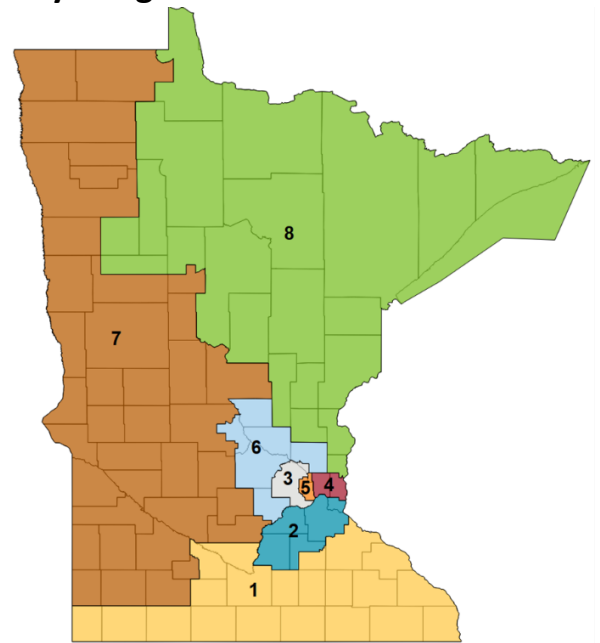
People of all races and ethnicities with a MN WIC peer counselor had significantly higher breastfeeding initiation.

**MN WIC Peer Program Breastfeeding Initiation**  
Infants born in 2023<sup>6</sup>



## MN WIC Food Dollars Spent in Local Grocery Stores by Congressional District FFY 2024<sup>6</sup>

Congressional Districts		
	# Monthly Average WIC Participants (FFY2024)	Annual WIC Dollars Spent in Local Grocery Stores
District 1 - Finstad	14,300	12,300,000
District 2 - Craig	8,500	7,900,000
District 3 - Morrison	9,100	9,400,000
District 4 - McCollum	19,000	18,200,000
District 5 - Omar	7,800	7,900,000
District 6 - Emmer	14,000	13,100,000
District 7 - Fischbach	16,500	14,100,000
District 8 - Stauber	12,100	10,300,000
<b>TOTAL</b>	<b>101,300</b>	<b>\$ 93,200,000</b>



### References

- <sup>1</sup> [Longer participation in WIC is associated with better diet quality in 24-month old children.](#) Accessed 2/2025
- <sup>2</sup> [Associations between participation in the Special Supplemental Nutrition Program for Women, Infants and Children \(WIC\) and maternal diet quality.](#) Accessed 2/2025
- <sup>3</sup> [Economic evaluation of California prenatal participation in the Special Supplemental Nutrition Program for Women, Infants and Children \(WIC\) to prevent preterm birth.](#) Accessed 2/2025
- <sup>4</sup> [Association of Special Supplemental Nutrition Program for Women, Infants and Children with preterm birth and infant mortality.](#) Accessed 2/2025
- <sup>5</sup> [Associations of increased WIC benefits for fruits and vegetables with food security and satisfaction by race and ethnicity.](#) Accessed 2/2025
- <sup>6</sup> [Minnesota WIC Information System](#) and Minnesota Vital Statistics
- <sup>7</sup> [Estimates of WIC Eligibility and Program Reach | Food and Nutrition Service \(usda.gov\)](#) Accessed 2/2025.
- <sup>8</sup> [Estimates of healthcare spending for preterm and low-birthweight infants in a commercially insured population: 2008–2016.](#) Accessed 2/2025
- <sup>9</sup> [Suboptimal breastfeeding in the United States: Maternal and pediatric health outcomes and costs - PubMed \(nih.gov\).](#) Accessed 2/2025