



**UNITED STATES
DEPARTMENT OF AGRICULTURE**

Office of the Secretary
Washington, D.C. 20250

NATIONAL WIC BREASTFEEDING WEEK

August 1–7, 2026

By the Secretary of Agriculture of the United States of America

A PROCLAMATION

WHEREAS human milk provides unique nutritional and non-nutritional benefits for an infant's growth and development; reduces the risk of infectious and chronic disease; protects mothers' and infants' health; and may reduce the risk of childhood obesity; and

WHEREAS the U.S. Department of Agriculture commits to strengthening strategies to encourage healthy choices, healthy outcomes, and healthy families through the 2025-2030 Dietary Guidelines for Americans; and

WHEREAS the U.S. Department of Agriculture and cooperating State health departments, Territories, and Tribal organizations promote and support breastfeeding as the best source of infant nutrition through the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and other nutrition assistance programs; and

WHEREAS the U.S. Department of Agriculture empowers mothers to meet their individual breastfeeding goals through WIC Breastfeeding Support resources and the WIC food packages; and

WHEREAS the U.S. Department of Agriculture celebrates WIC local agencies receiving the WIC Breastfeeding Support Award of Excellence for their breastfeeding activities; and

WHEREAS WIC joins professional health organizations and breastfeeding advocates worldwide in celebrating World Breastfeeding Week on August 1–7 of each year to collaboratively raise awareness of the numerous benefits of breastfeeding; to strengthen individual, family, and community support for breastfeeding; to further strategies that promote breastfeeding practices; and to support increased breastfeeding rates;

NOW, THEREFORE, in appreciation of breastfeeding mothers and of all the dedicated volunteers, professionals, communities, and organizations who support their efforts, I, Brooke Rollins, Secretary of Agriculture, do hereby proclaim August 1–7, 2026, as National WIC Breastfeeding Week.

IN WITNESS WHEREOF, I have hereunto set my hand this 21st day of July 2026, the two-hundred and fifty first year of the Independence of the United States of America.

A handwritten signature in black ink, reading "Brooke L. Rollins", is positioned above the printed name and title.

Brooke L. Rollins
Secretary
U.S. Department of Agriculture