



UNITED STATES  
DEPARTMENT OF AGRICULTURE  
Office of the Secretary  
Washington, D.C. 20250

WIC NATIONAL BREASTFEEDING WEEK  
AUGUST 1 – 7, 2004

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By the Secretary of Agriculture of the United States of America

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A PROCLAMATION

**WHEREAS** breastfeeding provides optimal infant nutrition, providing a range of benefits for the infant's growth, immunity and development, and promotes mother, infant and family bonding;

**WHEREAS** the United States Department of Agriculture and cooperating State health departments and Indian Tribal Organizations promote and support breastfeeding through the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) as well as through other nutrition assistance programs;

**WHEREAS** "Loving Support Makes Breastfeeding Work" is the USDA National Breastfeeding Promotion Campaign and emphasizes that family, friends, the health care system and community are all important to a breastfeeding mother's success;

**WHEREAS** the number of women served by WIC who choose to breastfeed their infants continues to steadily increase due to the dedicated efforts of WIC staff in collaboration with community partners;

**NOW, THEREFORE**, to recognize all breastfeeding mothers and to thank them for their efforts, I, Ann M. Veneman, Secretary of Agriculture, do hereby proclaim the week of August 1 – 7, 2004, as "WIC National Breastfeeding Week" and call upon WIC State and local agencies, and the numerous community partners that have worked in collaboration with the WIC Program, to celebrate with appropriate ceremonies and activities that acknowledge efforts of breastfeeding mothers, fathers and families, health and medical professionals, peer counselors and others that provide loving support, encouragement, and assistance, so that mothers continue to succeed with breastfeeding their children.

**IN WITNESS WHEREOF**, I have hereunto set my hand this 14th day of July in the year two thousand and four, and the two hundred and twenty-eighth year of the Independence of the United States of America.

ANN M. VENEMAN  
SECRETARY