
STATE FOOD POLICY



COUNCIL OF STATE RETAIL ASSOCIATIONS

AUGUST 2025

AGENDA OVERVIEW

- Political Landscape
- SNAP
- Additives and Dyes
- Food Labeling
- UPF



Nutrition Facts

Serving Size (70g)	
Servings Per Container 1	
Amount Per Serving	
Calories 80	
	% Daily Values*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Potassium 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 1g	4%
Sugars 17g	

MAHA
ACTIVITY
TIMELINE

✓ **Feb. 2025:**

- President Trump issues Executive Order creating MAHA Commission
 - Initial focus is childhood chronic disease crisis and in May 2025, releases assessment of possible causes
 - August 2025: Commission will publish a strategy to improve the health of America's children based on findings
- USDA Secretary Rollins encourages states to be innovators

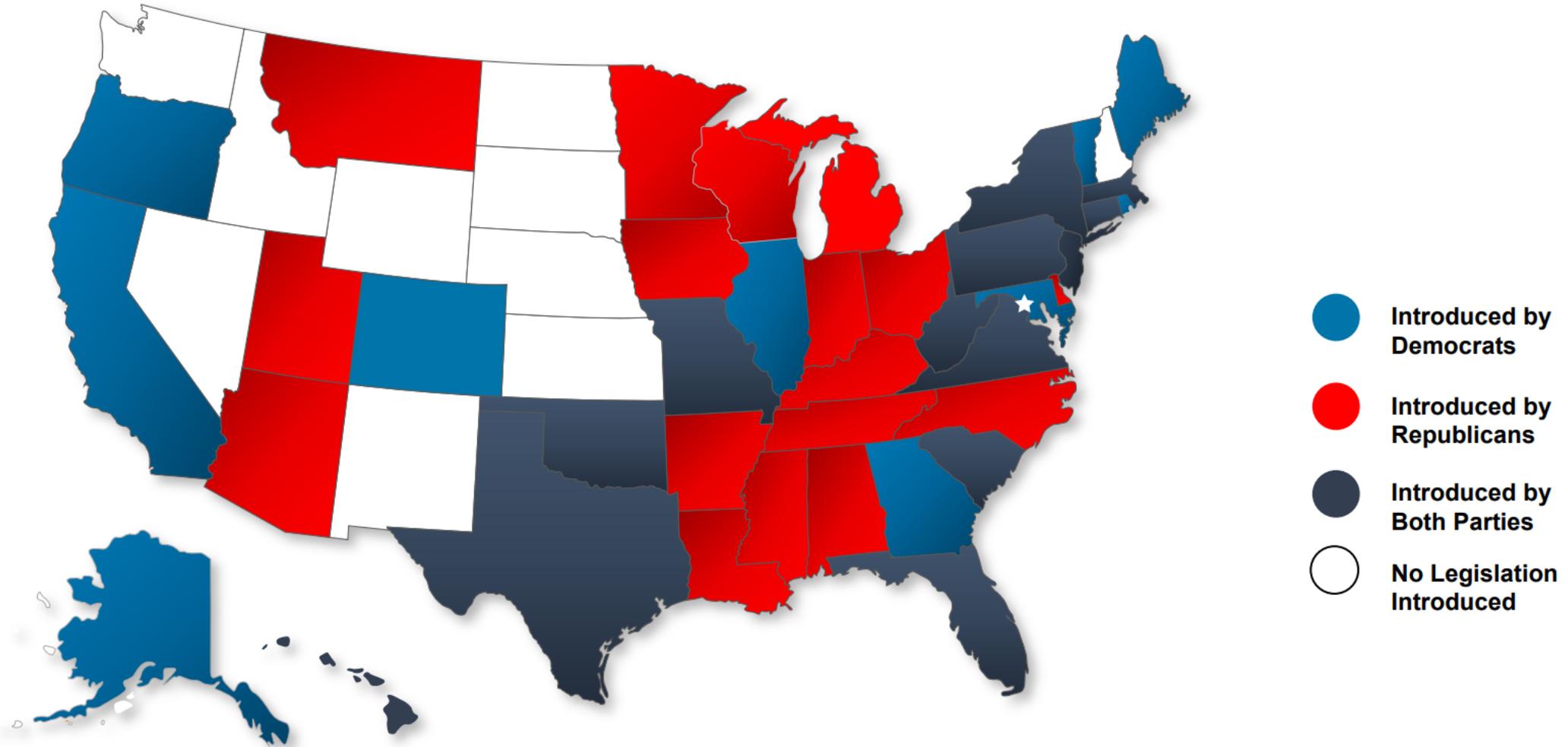
✓ **April 2025:**

- States begin submitting waivers to USDA seeking approval to prohibit use of SNAP benefits on certain foods/drink
- FDA and HHS announce they are working with industry to phase out six petroleum-based dyes from food (*green 3; red 40; blue 1, 2; yellow 5, 6*)

✓ **State Legislative Sessions (~Jan. to June 2025):**

- MAHA movement at state level – bipartisan push to ban additives and dyes from food (*see next slide*)

2025 Product Policy Legislation



Current status as of 6.27.2025

*****Does not include CA EO N-1-25, or IN EO 25-56.***

SNAP Restrictions filed in AK, AL, AR, AZ, ID, IA, IN, KS, KY, MI, MS, MO, MT, NE, OH, OR, NY, SC, TN, TX, UT, WI, WV and WY.



Tracking Food Industry Pledges to Remove Petroleum Based Food Dyes

Color Additives - Information for Consumers

[Understanding How the FDA Regulates Color Additives](#)

[Color Additives in Foods](#)

[Inventory of Color Additives](#)

Tracking Food Industry Pledges to Remove Petroleum Based Food



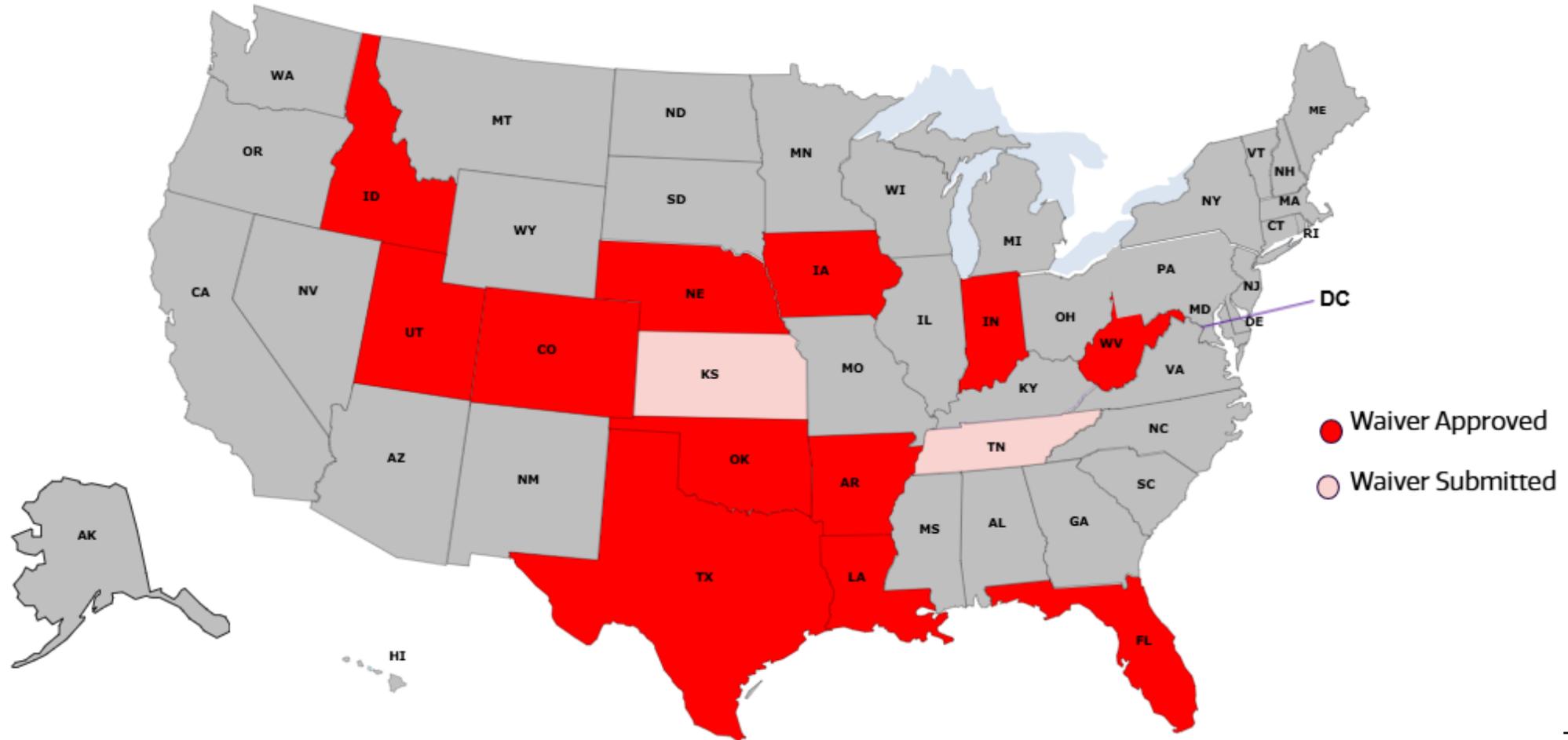
A National Effort to Make America Healthy Again

Content current as of:
08/18/2025

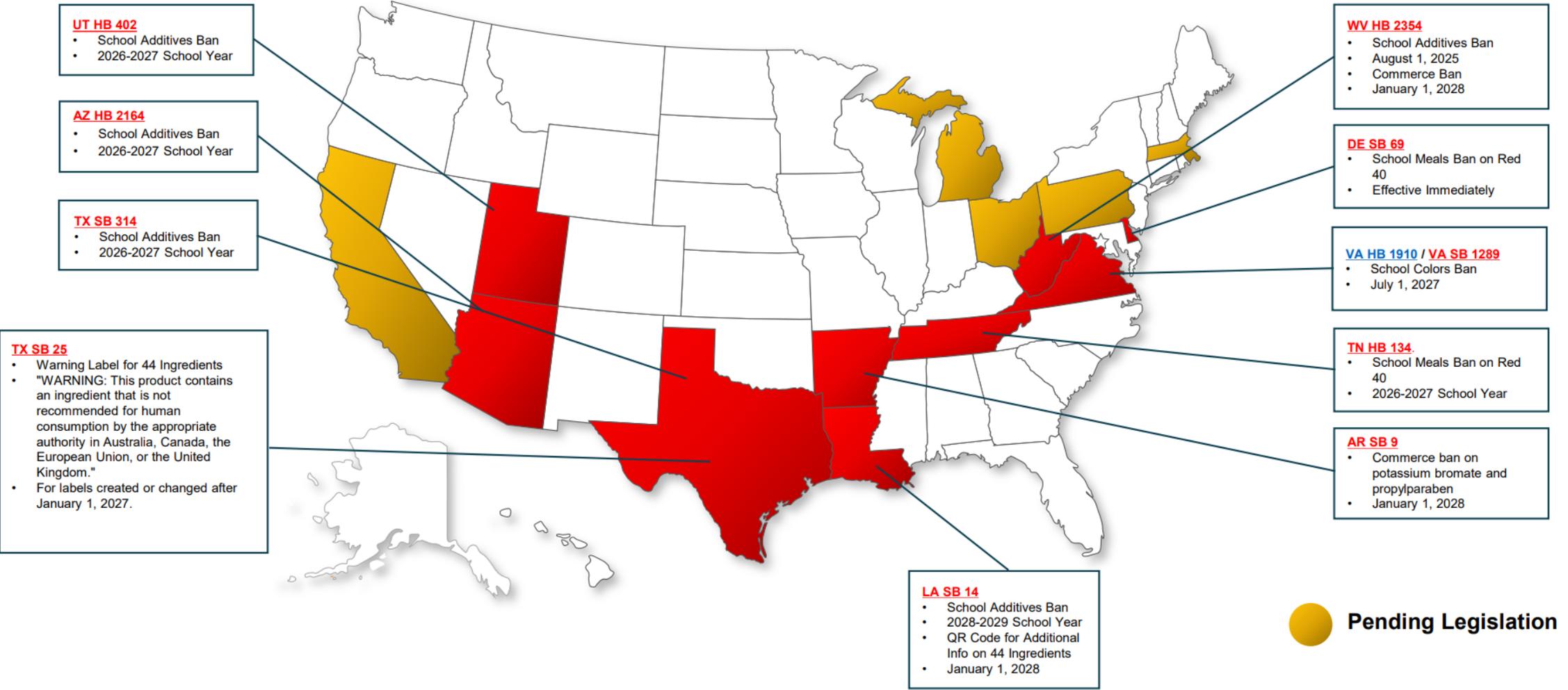
Regulated Product(s)
Food & Beverages

The Kraft Heinz Company	Crystal Light®, Kool-Aid®, MiO®, Jell-O®, Jet-Puffed®	<ul style="list-style-type: none"> Eliminate certified color additives from products by the end of 2027. 	In progress
Tyson Foods, Inc.	Tyson®, Jimmy Dean®, HILLSHIRE FARM®	<ul style="list-style-type: none"> Eliminate certified color additives from products by the end of May 2025. 	In progress
Walmart, Inc.	Walmart, Member's Mark®	<ul style="list-style-type: none"> Eliminate certified color additives from food and beverage products by the end of 2025. 	In progress
WW Kellogg Co®	Kellogg's APPLE JACKS®, Kellogg's CORN FLAKES®, Kellogg's FROSTED FLAKES®, Kellogg's FROOT LOOPS®, and Kellogg's Raisin Bran®	<ul style="list-style-type: none"> Will not launch any new products with certified color additives beginning in January 2026. Eliminate certified color additives from existing food products by the end of 2027. 	In progress

SNAP activity thus far...



2025 Enacted Food Additives Bans



Current status as of 8.1.2025

WHAT'S NEXT

STATE

- General commerce color & ingredient bans
- School color & ingredient bans
- Industry Trends
- SNAP Waivers Round II
- State MAHA Commissions
- UPF definitions
- Warning labels

FEDERAL

- UPF *RFI*
 - MAHA Report(s)
 - Development of front-of-pack nutrition labeling scheme
 - Sodium reduction in food supply
 - 2025-2030 Dietary Guidelines
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