

Food Policy and Regulatory Trends

September 2024

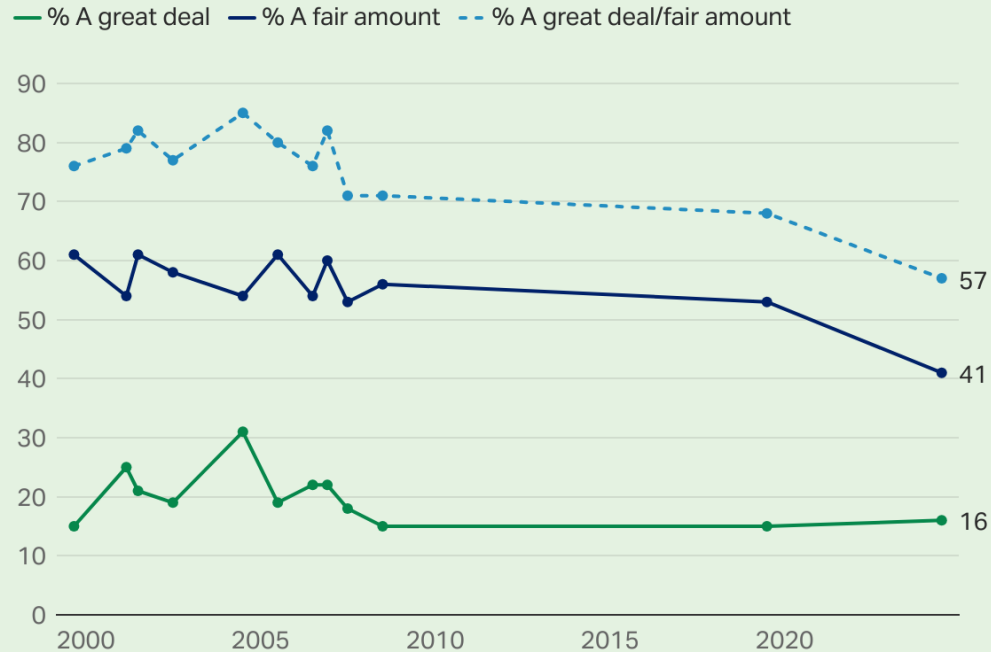


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Americans' Confidence in Government to Ensure Safety of U.S. Food Supply

How much confidence do you have in the federal government to ensure the safety of the food supply in the U.S. -- would you say you have a great deal, a fair amount, not much or none at all?



Response categories "not much" and "none at all" are not shown.

GALLUP®

A Consumer Confidence Crisis

- Recent Gallup poll: Consumer mistrust driving state and federal regulatory changes.
- Impact on color additive and broader food manufacturing industries.



State Laws Driving Federal Response

- California's ban on Red Dye No. 3 is part of a state-level movement.
- States push the FDA to act on food additives, like BVO ban.
- FDA prioritizes scientific evidence over public pressure for decisions.

State vs. Federal Regulatory Action

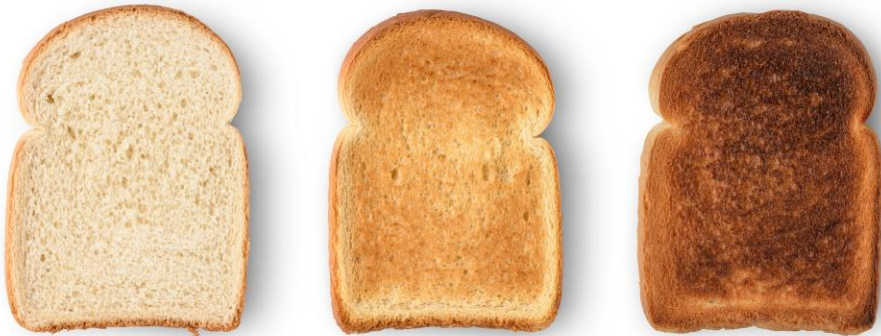
- State laws influence federal policy, e.g., bioengineered food labeling.
- Federal preemption laws prevent conflicting state regulations.
- FDA may favor labeling requirements over outright bans for colorants.





Ultra-Processed Foods and Consumer Concerns

- Ultra-processed foods face growing consumer scrutiny.
- Similar to color additives, concerns over artificial ingredients drive demand for transparency.
- Regulators responding to public health research linking processed foods to negative outcomes.





FDA Reorganization and Priorities

- Recent reorganization focuses on food safety and nutrition.
- Greater emphasis on chemical hazards and transparency.
- Color additive industry likely to face more proactive regulation.

Regulatory Process for Novel Ingredients

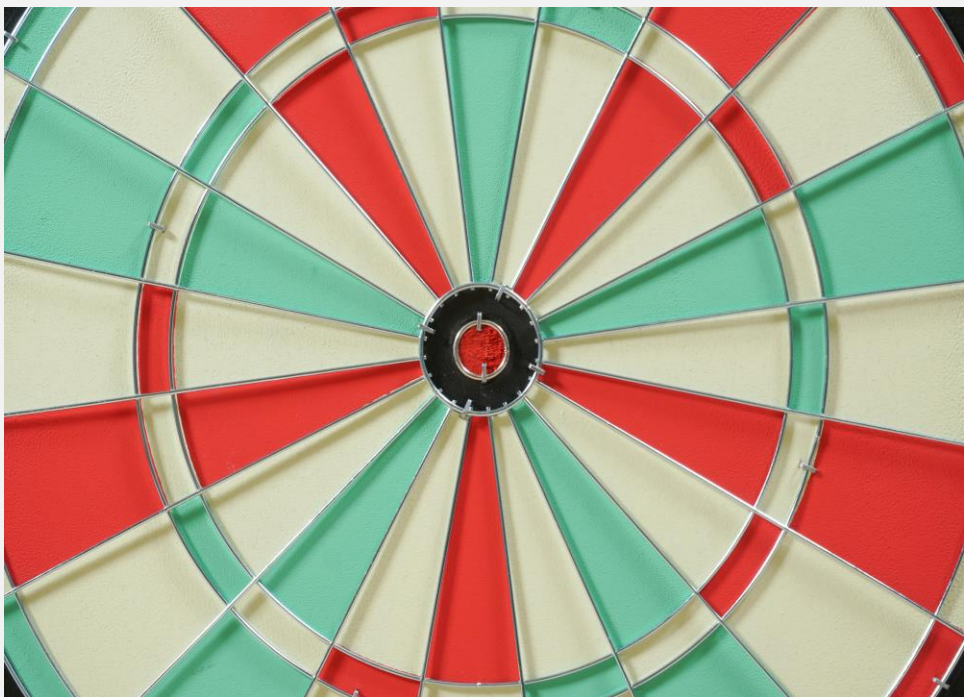
- GRAS process under scrutiny for insufficient oversight.
- FDA may impose stricter safety reviews for new additives.
- Slower approvals but enhanced consumer trust in ingredient safety.





Consumer Acceptance – Key to Market Success

- Even FDA-approved ingredients need consumer acceptance.
- Natural ingredients favored over synthetic color additives.
- Consumer perception drives market success more than regulatory hurdles.



Broader Policy Initiatives: Waste, Sustainability, & Heavy Metals

- FDA focus on food waste and sustainability could affect preservatives and colorants.
- Closer to Zero initiative targets heavy metals in food.
- Expanding focus on contaminants may impact additives.

Regulatory Trends: Imports, Labeling, & Hazards

- Shift from microbiological to chemical hazard focus.
- FDA increasing scrutiny on imported additives to ensure safety.
- Stricter product labeling rules for both domestic and imported goods.





Science and Transparency Lead the Future

- Regulatory landscape driven by state laws, consumer demands, and science.
- FDA decisions will prioritize scientific rigor, but consumer sentiment matters.
- Industry must stay proactive on regulatory changes and consumer preferences.

Questions?





Thank you



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