

America's Ice Cream Ditches Artificial Dyes

U.S. dairy farms have pledged to remove artificial dyes from their products by the beginning of 2028. The commitment will see Red 3, Red 40, Green 3, Blue 1, Blue 2, Yellow 5, and Yellow 6 eliminated.

The effort, made by companies linked with the International Dairy Foods Association (IDFA), applies to products made with real milk sold at supermarkets, grocery stores, convenience stores, and online stores. It does not affect products made with non-dairy ingredients.

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According to the IDFA, the initiative is due to the misalignment of state and federal policies, as the FDA claims some artificial colors are safe under appropriate regulations, but some state policies phase out artificial dyes.

“By taking this proactive measure now, ice cream makers are ensuring ice cream remains a special part of our lives—whether that’s a family celebration, holiday, special dessert, or an indulgent snack,” the IDFA explained.



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“Today’s announcement represents a commitment by dozens of individual ice cream companies,” said Andy Jacobs, Chair of the IDFA Ice Cream Segment Board and CEO of Turkey Hill Dairy. “From small independent companies to family-owned businesses going back generations, to large multi-national companies—we have all come together in a true industry-wide effort to make these changes.”

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“I applaud the International Dairy Foods Association for stepping up to eliminate certified artificial colors,” HHS Secretary Robert F. Kennedy Jr. said. “The American people have made it clear—they want real food, not chemicals. Together with Secretary of Agriculture Brooke Rollins and U.S. Food and Drug Administration Commissioner Dr. Marty Makary, we’re holding the food industry accountable and driving a nationwide effort to Make America Healthy Again.”

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USDA Secretary Brooke Rollins celebrated the initiative, commending IDFA members for honoring the Make America Healthy Again agenda. “Each one of these endeavors helps families make better choices and pursue healthier lives,” she said.

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