



# FOOD COMPANIES FOLLOWING TRUMP ADMINISTRATION'S MAHA LEADERSHIP

March 2026

## FOOD COMPANIES HAVE MADE COMMITMENTS TO REMOVING SYNTHETIC DYES

In response to the U.S. Department of Health and Human Services' (HHS) [initiative](#) to remove petroleum-based synthetic food dyes from the U.S. food supply, a wave of voluntary commitments has emerged from leading food manufacturers, retailers, and industry associations across the country to remove or replace synthetic dyes in their products.

This move represents a very visible part of the Administration's Make America Healthy Again strategy, with food companies following up the HHS announcement with pledges to phase out artificial colors, such as FD&C varieties (including Red No. 40 and Yellow No. 5), from product portfolios. This industry-wide shift prioritizes natural, plant-based alternatives, and includes accelerated removals for school foods to address a key source of concern for parents via these additives.

### KEY U.S. COMPANIES LEADING THE EFFORT

- ★ **General Mills** – Announced plans to [remove](#) certified colors from all U.S. cereals and all K-12 school foods by summer 2026, with a commitment to extend the removal across its full U.S. retail portfolio by the end of 2027.
- ★ **Nestlé** – Shared a timeline to fully [eliminate](#) FD&C colors from its entire U.S. food and beverage portfolio by mid-2026.
- ★ **J.M. Smucker** – Announced a commitment to [remove](#) FD&C colors from all consumer food products by the end of 2027, primarily impacting its sugar-free fruit spreads, ice cream toppings, and certain Hostess brand products, plus a pledge to stop selling FD&C-colored products to K-12 schools by the 2026/2027 school year.
- ★ **Conagra** – Announced a phased plan to [remove](#) FD&C colors beginning with its frozen food portfolio (including Birds Eye, Healthy Choice, and Marie Callender's) by the end of 2025, followed by a full U.S. retail portfolio phaseout by the end of 2027.
- ★ **Walmart Co.** – Announced it is [eliminating](#) synthetic dyes and over 30 additional ingredients from all of its U.S. private brand food products (Great Value, Marketside, Freshness Guaranteed, and bettergoods), with full completion targeted by January 2027.
- ★ **Kraft Heinz** – Committed to [remove](#) synthetic colors from its existing U.S. portfolio before the end of 2027, while also pledging not to launch any new U.S. products containing FD&C colors effective immediately.
- ★ **Tyson Foods** – Announced it had already [removed](#) petroleum-based synthetic dyes from its domestic branded products earlier in 2025, and further committed to eliminating High Fructose Corn Syrup, Sucralose, BHA/BHT, and Titanium Dioxide from its branded products — including Tyson, Jimmy Dean, and Hillshire Farm — by the end of 2025.
- ★ **The Campbell's Company** – Published a commitment to [removing](#) FD&C colors from across its product portfolio, aligning with the broader industry and regulatory push to eliminate certified synthetic colors from U.S. food products.
- ★ **American Bakers Association** – Launched a voluntary industry-wide pledge to [eliminate](#) certified FD&C colors from all baked goods sold across the United States by December 31, 2028, with more than 90% of its member companies already signed on at the time of announcement.



- ★ **Consumer Brands Association** – Announced a voluntary initiative to [remove](#) certified artificial colors from food and beverage products sold in schools, representing a coordinated, industry-wide commitment targeting the K-12 school environment specifically.
- ★ **Grupo Bimbo** – Committed to [removing](#) all artificial colorants from its entire product portfolio by the end of 2026, making it one of the more aggressive timelines among major global baking companies.
- ★ **International Dairy Foods Association (IDFA)** – Launched the "IDFA Ice Cream Commitment," a voluntary pledge to [eliminate](#) certified artificial colors from all ice cream products made with real milk and sold at food retail by December 31, 2027, representing companies responsible for more than 90% of U.S. ice cream volume.
- ★ **Kellanova** – Reported that it is on track to [remove](#) FD&C colors from its U.S. K-12 school foods within the 2026/2027 school year and from all retail foods by December 31, 2027.
- ★ **WK Kellogg Co.** – Committed to [removing](#) FD&C colors from school cereals by the 2026–27 school year, pledged not to launch any new products with FD&C colors beginning in January 2026, and committed to removing FD&C colors from remaining retail products by the end of 2027.
- ★ **Utz Brands** – Announced it will [eliminate](#) all FD&C colors from its entire salty snack product portfolio by the end of 2027, and plans to begin highlighting "real and simple" product attributes on select packaging.
- ★ **PepsiCo** – Launched dye-free versions of Doritos and Cheetos under the "Simply NKD" line, [removing](#) artificial colors from those formulations beginning December 1, 2025, while also committing to remove petroleum-based synthetic dyes from Doritos and Cheetos more broadly.
- ★ **In-N-Out Burger** – [Removed](#) artificial coloring from its Strawberry Shakes and Signature Pink Lemonade and transitioned its ketchup to a formulation made with real sugar instead of high-fructose corn syrup, becoming one of the first restaurant chains to act on the FDA's food dye phase-out.
- ★ **Sam's Club** – Reached 96% completion of its multi-year "Made Without" initiative to [eliminate](#) over 40 ingredients — including synthetic dyes, aspartame, and high-fructose corn syrup — from its Member's Mark private label food and beverage products, with full 100% completion announced in January 2026.
- ★ **Target Corp.** – Announced it will require all cereals it sells to be [reformulated](#) without certified synthetic colors by the end of May 2026, making it one of the first national retailers to carry only dye-free cereals, with brands that don't comply facing removal from its shelves.
- ★ **Mars Inc.** – Announced it will [replace](#) synthetic dyes with natural colors in some of its most recognizable products, including Skittles and M&Ms, with reformulated options beginning to roll out at retail.
- ★ **McCormick & Company** – Reported a significant uptick in [reformulation](#) activity as it works with restaurants and food manufacturers to help them remove synthetic dyes from their products.
- ★ **PIM Brands, Inc. (Welch's Fruit Snacks)** – Announced plans to [remove](#) all synthetic dyes from the full Welch's Fruit Snacks product lineup by early 2026, with several reformulated flavors already hitting shelves and replacing dyes like Red 40 and Blue 1 with colors derived exclusively from natural sources.
- ★ **Hershey Brands, Inc.** – Announced it will [remove](#) synthetic dyes from its full range of candy and snacks — including Jolly Ranchers, Twizzlers, Dot's Pretzels, and SkinnyPop — by the end of 2027.

