

States Go Their Own Way: The Attack on Ingredients

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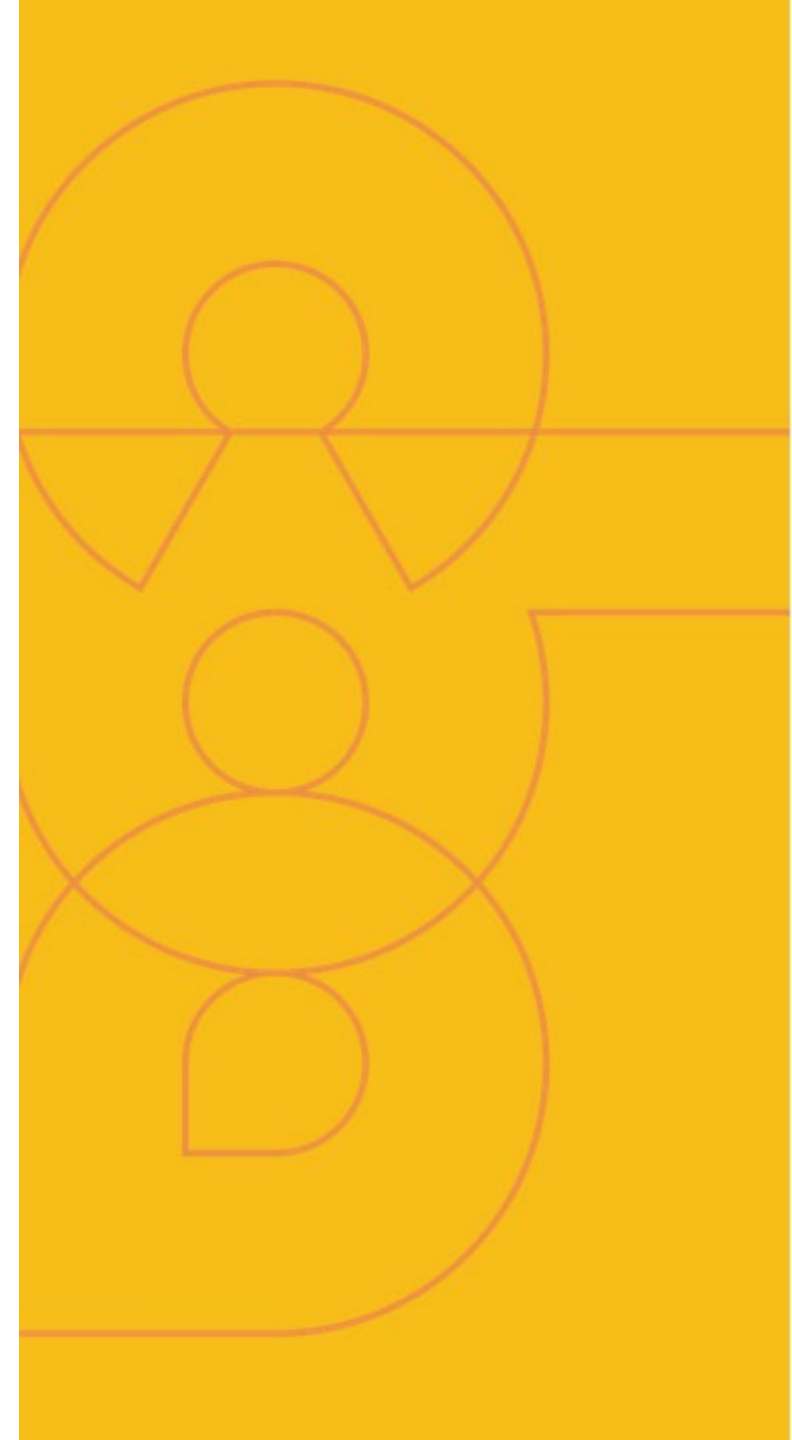
Legend:

- Food Additive Legislation Defeated in 2024
- Food Additive Legislation Passed in 2024



Motivation

- Ideology, not science
- Emotional arguments
- Lack of trust in government and corporations
- Favorable political environments
- One upmanship



**Then why
did only
California
succeed?**



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Nuanced, state-specific messaging to discourage proliferation of a state patchwork:

- Federal system is working
- Science and risk matter
- Reorganized FDA Human Foods Program provides path for improvement
- Cost and uncertainty for manufacturers-impact on local economy
- Consumer confusion



Federal Priorities



Defining success for FDA

- What is a sufficient level of progress and output?
- How will the agency address the need for greater funding?
- How will a new administration and congress impact the agency's work?
- When will the agency move to pre-market pathways?



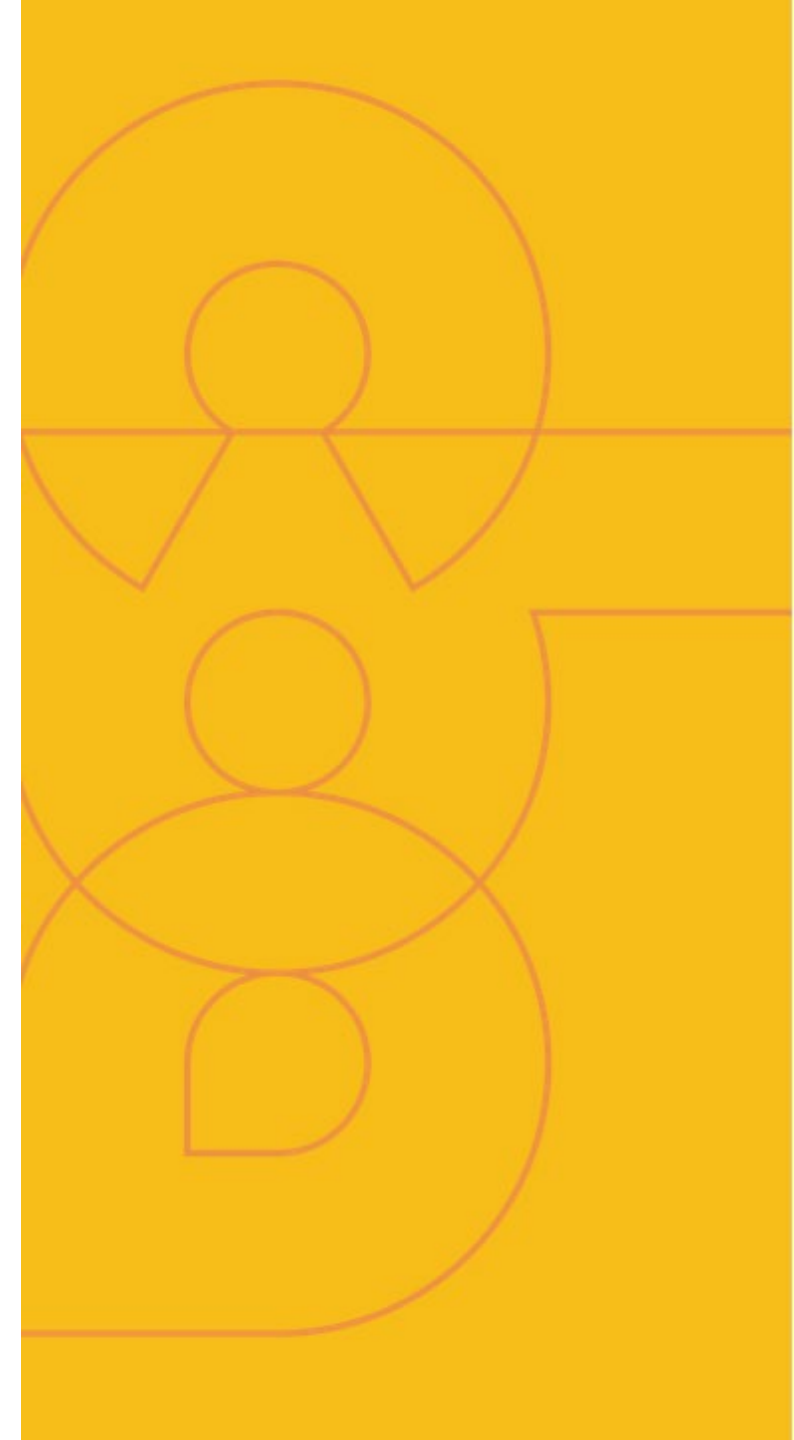
Building a Coalition for 2025

Mapping priority states

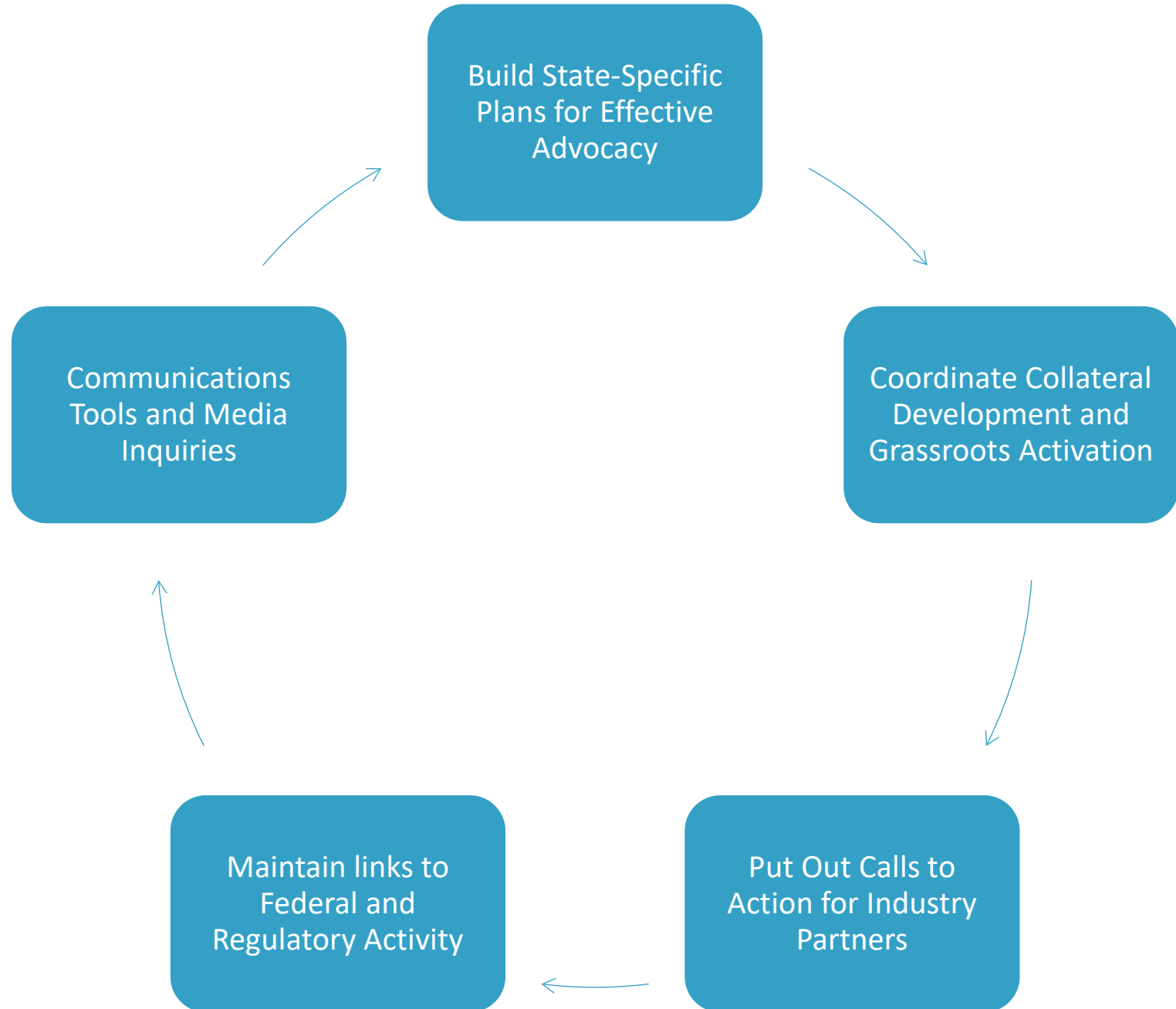
- Where are most pressing threats?
- Who are best messengers?
- Where can we be proactive?

Understanding current investments

- Consumer Brands
- Partner Associations
- Activating member companies



Consumer Brands is Prepared to Lead



Building a Coalition for 2025

What are your biggest needs?

- Educational materials?
- Speakers?
- Communications tools?

What assets are you ready to deploy?

- Scientific expertise
- Economic impact data
- Member engagement
- State-based consultants
- Third-party advocates



Questions?

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