



***FORWARD
IN FOCUS***

What does the “Make America Healthy Again” initiative mean for foodservice distribution?

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Agenda

- What is MAHA?
- State “MAHA” Legislation
- Ultra Processed Foods
- USDA’s School Meal Programs
- GRAS Reform

What is the “Make America Healthy Again” (MAHA) initiative?

Synthetic Food
Dyes

Dietary
Guidelines for
Americans

School Meal
Program
Standards

Artificial
Preservatives,
Sweeteners, and
Other Additives

Seed Oils

Ultra-processed
Foods

SNAP Waivers

Front-of-Pack
Nutrition Labeling

GRAS Reform



State “MAHA” Legislation

- Nine states have enacted laws addressing food additives, including:
 - Broad ingredient bans (AR, WV, CA)
 - Ingredient bans in school foods (AZ, CA, DE, TX, TN, UT, WV)
 - Warning requirements (TX, LA)
- Similar bills introduced in 30+ states in 2025 and 2026
- Recent legal challenges and injunctions (e.g., WV, TX)





Ultra Processed Foods (UPF)

- Development of federal UPF definition
- California AB 1264 (2025)
- Additional state laws and litigation developments

USDA School Meal Program Reforms

- Forthcoming proposal to update school meal program standards, align with 2025-2030 Dietary Guidelines for Americans
- Pledge for Healthier School Meals
- Whole Milk for Healthy Kids Act
- Hallways to Harvest Initiative





GRAS Reform

- What is the “GRAS” loophole?
- August 2026 FDA proposed rule
- Federal and state legislative proposals

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