

US Food Giants to Eliminate Artificial Dyes by 2027 Amid Health Concerns

Major U.S. food companies, Kraft Heinz and General Mills, are committing to remove artificial dyes from their domestically sold products by 2027. This move is primarily in response to increasing health concerns, especially regarding the impact of these dyes on children, and encouragement from the FDA to transition towards natural colouring's.

Kraft Heinz aims to have artificial dye-free products in the U.S. by 2027, stating that nearly 90% of its current U.S. portfolio already meets this standard. The remaining products, including popular items like Crystal Light, Kool-Aid, Jell-O, and Jet-Puffed, will switch to natural colors. Similarly, General Mills plans to remove artificial dyes from all its U.S. cereals and foods supplied to K-12 schools by summer 2026, extending to its entire U.S. retail product line by the end of 2027.

While the FDA maintains that approved dyes are safe for most children, health advocates have long pushed for their removal, citing studies that suggest potential neurobehavioral issues. It's noted that in Canada and Europe, synthetic colours often include warning labels, and manufacturers predominantly use natural alternatives.

For more details, you can refer to the original article: [US Food Giants Halt Artificial Dyes By 2027 Amid Health Concerns](#)