

# MARKET NEWS

June 2025



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MERIEUX NUTRISCIENCES(CHINA)

BETTER FOOD. BETTER HEALTH. BETTER WORLD.

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## ***Focus on China***

### **More oversight urged for liquid food transport**

China will strengthen oversight of bulk liquid food transport in response to public concerns over food safety, with draft legislation proposing harsh penalties for violations, according to a proposed amendment under review by the country's top legislature.

The draft revision to the Food Safety Law was submitted on Tuesday to the ongoing session of the Standing Committee of the National People's Congress for a first reading.

"Currently, there are more than 16,000 tanker trucks nationwide engaged in the bulk transport of liquid food products on roads, posing significant food safety risks. There is an urgent need to enhance standardized management and address regulatory gaps," Luo Wen, head of the State Administration for Market Regulation, told lawmakers while presenting the draft.

Luo cited media reports from last year that exposed tanker trucks being used to carry both chemical liquids, including coal-to-liquids, and edible products such as soybean oil, often without proper cleaning in between the transportation of different goods. The reports highlighted lax entry thresholds and weak penalties in the industry, prompting public alarm and intervention by multiple government departments.

To address these concerns, the draft introduces a licensing system for the road transport of key bulk liquid food items. Transport operators would be required to obtain permits from county-level or higher food safety supervision authorities. The licensing process would verify that operators have qualified personnel, compliant management systems and containers that meet food safety standards.

The draft also sets clear responsibilities for all parties involved. Transport operators must comply with national regulations, use appropriate containers, clean them regularly and avoid carrying non-food goods. Consignors must confirm that containers meet food safety requirements and check operators' permits, while consignees are responsible for reviewing operators' permits and transport records, and verifying container seals.

Falsifying or tampering with transport records, container cleaning certificates or related documentation is strictly prohibited.

The draft further proposes harsher punishments for illegal activities. Operators who transport liquid food without permits could face suspension of their businesses, confiscation of illegal earnings, and fines ranging from 50,000 yuan (\$7,000) to 500,000 yuan. Other violations — such as improper storage, transport, or loading — would require correction and could result in similar fines and possible license revocation in severe cases.

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In response to growing domestic demand for liquid infant formula, the draft also introduces registration requirements for its production. Manufacturers must follow registered technical standards for product formulas and production processes to ensure the safety and quality of infant food.

### **China mulls amendments to Food Safety Law**

BEIJING -- Chinese lawmakers have begun reviewing a draft amendment to the Food Safety Law aimed at addressing key issues, strengthening regulatory oversight, and ensuring food safety.

The draft was submitted on Tuesday to the ongoing session of the Standing Committee of the National People's Congress, the national legislature, for its first reading.

The draft includes provisions to enhance oversight of bulk road transportation of key liquid food, place infant formula liquid milk under registration management, and impose stricter penalties for violations.

The Food Safety Law was promulgated in 2009. It underwent a comprehensive revision in 2015, and was amended in 2018 and 2021.

### **Nations make progress in talks on aquatic product safety**

China and Japan have "achieved substantial progress" in the latest round of technical exchanges on the safety of Japanese aquatic products, Foreign Ministry spokesman Lin Jian said on Friday.

"Japan promised to take credible and visible measures to guarantee the quality and safety of its aquatic products and ensure that aquatic products meet China's regulatory requirements and food safety standards," Lin told a daily news briefing.

His remarks came after China's General Administration of Customs held a new round of technical exchange with the Japanese side on the safety of Japanese aquatic products in Beijing on Wednesday.

Since the beginning of this year, the two countries have had several rounds of consultations on the safety of Japanese aquatic products.

Lin said such engagements were based on the continuous implementation of international monitoring of the ocean discharge of Fukushima nuclear-contaminated water and the fact that there's no abnormality in the result of China's independent sampling and testing.

When asked about the prospects of the resumption of Japanese aquatic product imports, Lin said, "In accordance with relevant domestic laws and international trade rules, competent authorities will study Japan's request for resuming the Japanese aquatic product imports under the principles of science and safety."

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China announced a comprehensive suspension of imports of aquatic products originating from Japan after the Japanese government unilaterally initiated the ocean discharge of nuclear-contaminated water on Aug 24, 2023.

The Chinese mainland was previously the largest overseas market for Japanese aquatic products.

In September 2024, China and Japan reached a four-point agreement on the issue of Fukushima nuclear-contaminated water discharge, focusing on the establishment of a long-term international monitoring arrangement.

Chinese experts independently collected samples of water discharged from the Fukushima power plant in October 2024 and February this year and found no abnormal concentration levels of radionuclides such as tritium, cesium-137 and strontium-90.

## International News

### FDA Updates General Food Labeling Requirements Compliance Program

The U.S. Food and Drug Administration has updated Compliance Program 7321.005, now titled *General Food Labeling Requirements and Labeling-Related Sample Analysis – Domestic and Import*. This update replaces the previous 2010 version of the program and reflects



current labeling regulations, operational guidance, and enforcement priorities.

FDA's Compliance Program (CP) outlines the guidelines and procedures for FDA inspectors when conducting inspections of food facilities, both within the United States and in foreign countries. The purpose of the CP is to help ensure that food facilities comply with FDA regulations, and to protect public health by identifying and addressing food safety issues.

These updates support FDA's ongoing efforts to help ensure that food labeling is truthful, not misleading, and compliant with federal regulations. The updated program will enhance oversight of domestic and imported foods, guide enforcement activities, and improve data consistency across FDA operations.

Key changes to the program include the incorporation of sesame as the ninth major food allergen in accordance with the Food Allergy Safety, Treatment, Education, and Research ([FASTER](#)) Act of 2021, and includes guidance on gluten-free labeling requirements. The program also aligns with the 2016 [updates](#) to the Nutrition Facts label, including formatting and nutrient declaration changes.

More information about FDA's labeling requirements and compliance efforts can be found at:

<https://www.fda.gov/food/food-labeling-nutrition>.

## **FDA Seeks Input on a New Method for Ranking Chemicals in Food for Post-market Assessments**

Today, the U.S. Food and Drug Administration (FDA) [released](#) for [public comment](#) its proposed method for ranking chemicals in the food supply. This method provides a transparent, systematic, and science-based approach to determine which chemicals the agency would prioritize for post-market assessments through the agency's post-market chemical review program. It will allow the FDA to allocate resources more efficiently, ensuring that the agency focuses on food chemicals that may present the greatest potential public health risk, including risk to sensitive populations, and are of high public concern.

Determining if a chemical—either one intentionally added to food or a contaminant that is not intentionally added—needs to be further evaluated based on new information takes a structured and science-based approach to ensure that the FDA's reviews are most protective of the health of consumers. The method released today uses Multi-Criteria Decision Analysis (MCDA) to determine a score for each chemical based on evaluating the information about a chemical against a pre-determined set of criteria. The method is similar in approach and criteria to one that the [U.S. Environmental Protection Agency](#) uses for prioritizing chemicals, but the FDA's method takes into account factors specific to exposure from food and uses a

scoring method similar to the FDA's [Risk Ranking Model](#) for Traceability.

The FDA is committed to radical transparency as the agency develops processes for prioritizing chemicals in food for a post-market assessment. These processes will help to ensure that FDA is taking a risk-informed approach in reviewing data and information about the safety of chemicals in the food supply to protect the health of consumers.

### **Seeking Public Comments**

Stakeholder input is critical to inform the FDA's method and overall approach to post-market assessments of chemicals in the food supply. The FDA encourages the public to comment in [docket FDA-2025-N-1733](#) in response to the questions listed in [Section 4 of the method description document](#). The last day to submit comments on the method is July 18, 2025. After the public comment period closes, the FDA will submit the method and public comments for further evaluation by external scientific experts in line with the requirements of the Information Quality Act.

### **UNIDO revises food safety approach**

The United Nations Industrial Development Organization (UNIDO) has unveiled a refreshed food safety approach.

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UNIDO launched its Food Safety Approach 2.0 at the Vienna Food Safety Forum earlier this month. The plan calls for robust food safety systems, acknowledging the complexity and numerous stakeholders involved, and emphasizes the relevance of shared responsibility.

Challenges such as a shortage of qualified auditors, rising certification costs, and diverse regulatory requirements can disrupt supply chains. Because of increasing economic pressure, decision-makers in authorities and industry are often trying to save costs related to food safety.

UNIDO said industry 4.0 technologies, including smart sensors, machine learning, and artificial intelligence (AI), are transforming food manufacturing and regulatory practices. Digitalization enables real-time data collection, predictive analytics, and rapid responses to contamination risks, helping stakeholders make informed decisions and reduce incidents. However, digitalization also risks widening the gap between low- and middle-income countries (LMICs) and other nations because of infrastructure and resource issues.

According to the document, food security cannot be achieved without addressing food safety and hygiene. Contaminated food contributes to foodborne illnesses that affect millions of people annually and the lack of robust measures leads to rejection of consignments at borders. While food safety is a shared responsibility, industry is the main player as it produces what is eaten.

### **Three-pronged approach**

The approach has three parts: supporting safer and resilient food business practices; creating an environment for robust food safety systems; and fostering food safety advocacy and partnership.

The first part says making food safety services available to businesses will contribute to improved competitiveness through reduced costs and development of the local sector. Tailored voluntary third-party assurance (vTPA) programs will offer scalable solutions for firms to gain buyers' trust and increase market access.

The second pillar includes harmonizing standards at national and regional levels, and making policies based on Codex guidelines to meet the practical needs of companies. It also concentrates on modernizing food safety authorities' practices. This involves developing laboratory capacities for testing, digital solutions for risk-based inspections and remote audits, and promoting collaborative data sharing.

The third part says businesses and the private sector in LMICs need to participate in the design, delivery, and implementation of national food safety programs. The revised approach recognizes the need to improve understanding around the burden of foodborne diseases. Greater engagement with stakeholders can contribute to improved data collection, surveillance, and information-sharing on foodborne infections, helping to shape more effective regulatory and industry-led food safety initiatives.

### **Singapore notes rise in recalls and incidents**

Singapore saw foodborne illness rates and recalls slightly increase in 2024 compared to the year before.

Data comes from the Singapore Food Statistics 2024 report published recently by the Singapore Food Agency (SFA).

Singapore imports more than 90 percent of its food supply. This leaves the country vulnerable to supply chain disruptions. In 2024, the SFA approved Portugal as a new source for pork, beef from Brunei and Poland, and poultry from Turkey.

Singapore's food safety system includes data-driven inspections of farms and food plants and horizon scanning for early alerts on incidents.

Pending the conclusion of one case still under investigation, the number of foodborne illnesses per 100,000 population in 2024 was 22.8 compared to 21.9 in 2023. These figures only include incidents with 15 or more sick people.

### **Main food safety highlights**

As more than half of these cases involved catered food, the SFA stepped up targeted checks on establishments supplying catered food. The SFA engaged food industry associations to share key insights from these outbreaks and reminded operators about good food safety practices.

The SFA and the Ministry of Health recorded 31 incidents that had a foodborne cause and the data on the source was inconclusive for another 18.

Food recalls rose slightly from 23 in 2023 to 26 in 2024. Eleven were because of allergens, eight because of chemical hazards, five for microbial reasons, and two because of physical hazards.

Imported fresh fruits and vegetables saw a slight decrease in pass rates from 84 percent to 82 percent because of cases involving detection of pesticide residues that exceeded maximum residue limits. Samples collected from local vegetable farms achieved a high pass rate in 2024 of 98 percent.

From 2022 to 2024, there was a decline in inspections because of SFA's shift toward a targeted and data-driven inspection regime. However, there was an increase in non-compliances.

Central kitchens and retail food establishments had higher rates of non-compliance. For central kitchens, 9.6 percent of 874 inspections revealed problems while for retailers the rate was 16 percent of more than 32,400 visits.

There was an increase in food establishments suspended under the point demerit system from 52 in 2023 to 62 in 2024. Under this system, an establishment gets points for each food safety offence that is convicted in court. Upon accumulating 12 or more points within 12 months, their license could be suspended or cancelled.



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### Recent fines

Also in Singapore, Tiberias International Food Pte was recently fined \$1,000 (U.S. \$778) by a court for food safety violations committed under the Environmental Public Health (Food Hygiene) Regulations.

In June 2024, the Ministry of Health and Singapore Food Agency received reports of gastroenteritis involving six people who had consumed food prepared by Ayam Penyet President, which is a retail establishment under Tiberias International Food.

An inspection at the premises at Hillion Mall found multiple food safety lapses. These included a dirty chiller, which increases the risk of cross contamination, as well as dirty racks and wall tiles, which indicated poor food safety standards.

In May, The Blackbird SG Pte was fined \$850 (U.S. \$660) for breaches of the Environmental Public Health (Food Hygiene) Regulations.

In December 2023, the Ministry of Health and Singapore Food Agency were alerted to reports of 40 ill people who had consumed food prepared by The Blackbird.

An investigation at the operator's site found problems such as a dirty chiller, which increases the risk of cross contamination. Samples of ready-to-eat sandwiches also failed the SFA's food safety tests.



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to foodborne illnesses that affect millions of people annually and the lack of robust measures leads to rejection of consignments at borders. While food safety is a shared responsibility, industry is the main player as it produces what is eaten.

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improve understanding around the burden of foodborne diseases. Greater engagement with stakeholders can contribute to improved data collection, surveillance, and information-sharing on foodborne infections, helping to shape more effective regulatory and industry-led food safety initiatives.

### **Europe reports record high E. coli and Listeria levels**

Shiga toxin-producing E. coli (STEC) and Listeria infections in Europe are at their highest levels since the start of EU-wide surveillance in 2007.

Data comes from two 2023 epidemiological reports issued recently by the European Centre for Disease Prevention and Control (ECDC), which cover the European Union and European Economic Area (EEA).

Disease severity is also showing an increasing trend for both STEC infections and listeriosis. While the number of hemolytic-uremic syndrome (HUS) cases stabilized to 522 in 2023 since the record high in 2022, monitoring highly pathogenic STEC variants remains critical to guide public health management, said ECDC. HUS is a serious condition causing progressive kidney failure.

### **E. coli situation**

In 2023, 10,901 confirmed STEC infections were reported across 30 EU/EEA countries, marking a 22 percent increase compared to 2022.

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The ECDC said the rise in cases can partly be attributed to laboratory diagnostic tests that are more sensitive than traditional methods.

Overall, 36 percent of 3,959 STEC cases were hospitalized and 32 people died.

The highest notification rates were in Denmark, Ireland, Liechtenstein, Malta, and Norway. Germany reported the most cases followed by Denmark. Among travel associated patients with a known destination, the highest proportion of cases went to Egypt and Turkey.

The six most frequently reported serogroups were O157, O26, O146, O103, O145, and O91.

Sixteen incidents were reported through ECDC's EpiPulse platform. Seven genetically related multi-country E. coli clusters involved at least 11 countries, with almost 400 cases. In two clusters, the suspected vehicle of infection was raw milk cheese and in another there was a link to ready-to-eat salad/iceberg lettuce. Also, 68 foodborne outbreaks with 306 cases were reported to the European Food Safety Authority (EFSA).

### **Listeria concerns**

A total of 2,993 confirmed listeriosis cases with more than 1,500 hospitalizations, and 340 deaths were reported in 2023. The ECDC said the increasing elderly population, along with changing dietary habits such as higher consumption of ready-to-eat foods, may be contributing to the upward trend.

Germany, France, and Spain had the most cases. The highest incidence rates were observed in Finland, Sweden, and Portugal.

Ten new multi-country clusters were identified during the year. Also, 282 isolates matched with multi-country clusters detected before 2023. Data includes 161 multi-country clusters, of which 64 had matching non-human isolates. The median cluster duration was 2.9 years but ranged from 1 day to 14.8 years.

A dozen listeriosis alerts were launched in EpiPulse by six EU/EEA countries, ECDC, and one other country. A probable source was reported for four incidents. Three were linked to ready-to eat fish products and the other to cooked black olives. Also, 21 foodborne outbreaks were reported to EFSA.

### **FDA outbreak investigations continue**

Officials with the Food and Drug Administration are continuing to investigate several foodborne illness outbreaks.

For an outbreak of E. coli O145:H28 infections, the FDA has begun sample testing, but has not reported what it is testing. The agency had already begun traceback efforts and an onsite inspection, but has not reported what is being traced or what location is being inspected. The outbreak has sickened 11 people but the agency has not reported the patients' ages or where they live. The outbreak was first posted on May 14.

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**In other outbreak news,** the patient count in a Salmonella Enteritidis outbreak has grown to 129, up from 112 a week ago. The FDA has not reported the patients' ages, where they live or whether any have been hospitalized. The agency has begun traceback efforts but has not reported what food it is tracing. The agency has also begun sample testing and an onsite inspection, but has not reported what it is testing or what location is being inspected. The outbreak was first posted on April 23.

**For an outbreak of Salmonella Newport infections,** the FDA has closed its investigation without determining the source of the pathogen. The outbreak sickened 36 people, but the FDA did not report their ages or where they live. The agency conducted traceback but did not report what food it traced. It also conducted testing and an onsite inspection but did not report what it tested or what location was inspected. The outbreak was first posted on Feb. 2.

There are likely many more people sickened in the Salmonella outbreaks than are confirmed. This is because some people do not seek medical treatment and others are not specifically tested for Salmonella infection. The Centers for Disease Control and Prevention report that for every person confirmed as a patient in a Salmonella outbreak there are 29 who go undetected.

**An outbreak of Salmonella infections** traced to cucumbers from Florida is growing.

So far, 45 people across 18 states have been confirmed as outbreak patients. Sixteen people have been hospitalized, according to the Centers for Disease Control and Prevention. The patients range in age from 2 to 84 years old.

Cucumbers from Bedner Growers Inc. of Boynton Beach, FL, have been determined to be the source of the outbreak, according to the FDA. Whole fresh cucumbers from the farm were distributed by Fresh Start Produce Inc. Cucumbers from the farm, as well as a number of products made with them, have been recalled.

Illnesses began on April 2 and include cruise ship passengers from six different ships. Sick people reported buying and eating cucumbers from a variety of locations including grocery stores, restaurants, hospitals and on the cruise ships.

The Food and Drug Administration is continuing to investigate the outbreak. The agency conducted an inspection at Bedner Farms Inc. in April as a follow up to an outbreak in 2024. During the inspection, environmental samples were collected. An environmental sample was identified as the outbreak strain of Salmonella making people sick this year.

As part of the investigation, the FDA collected a product sample of Bedner Growers Inc. cucumbers from a distribution center in Pennsylvania. Salmonella was detected in the sample of cucumbers. Whole genome sequencing analysis determined that the product



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sample contained Salmonella Montevideo, which matched the strain of Salmonella linked to illnesses in this year's outbreak.

Other types of Salmonella were detected in the cucumber sample collected, originating from Bedner Growers Inc. In addition to Salmonella Montevideo, multiple other strains of Salmonella, unrelated to this outbreak investigation, matched other isolates in the National Center for Biotechnology Information's database that occurred in 2025 and previous years. The CDC is working to determine if additional human illnesses match these additional strains.

### **2024 cucumber Salmonella outbreak**

Cucumbers from Bedner Growers Inc. and Thomas Produce Company of Boca Raton, FL, were found to be the source of a multistate outbreak of Salmonella Africana and Salmonella Braenderup infections with 551 illnesses reported from 34 states and the District of Columbia in 2024.

The FDA conducted onsite inspections at Bender Growers Inc. and Thomas Produce Company and collected samples. Salmonella Braenderup was detected in samples of canal water at both farms.

Whole Genome Sequencing analysis determined that the water used by Thomas Produce Company contained Salmonella that is a match to a strain of Salmonella Braenderup that caused some of the illnesses in the outbreak. Additionally, the water used by Bedner



Growers Inc. also contained Salmonella that was a match to a different strain of Salmonella Braenderup that caused some of the illnesses in the 2024 outbreak.

Additional types of Salmonella were detected in both soil and water samples collected at both Bedner Growers, Inc. and Thomas Produce Company. Multiple other strains of Salmonella, unrelated to this outbreak investigation, found at Bedner Growers and Thomas Produce Company, matched clinical isolates from illnesses in the National Center for Biotechnology Information's database that occurred in 2024 and previous years.

## *Enterprise News*

### **Little Remedies Honey Cough Syrup recalled because of microbial contamination**

Medtech Products Inc., based in Tarrytown, NY, is recalling five lots of Little Remedies Honey Cough Syrup because of contamination with Bacillus cereus and loss of shelf-stability.

The recall was initiated on June 17, 2025, and remains ongoing, according to the Food and Drug Administration (FDA).

The affected products were distributed nationwide through retailers and online from Dec. 14, 2022, to June 4, 2025. The recalled syrup is

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packaged in 4 FL OZ (118 mL) amber bottles, sold in outer cartons with lot codes on both the bottle label and carton bottom.

### Recalled product:

#### Little Remedies Honey Cough Syrup (4 FL OZ, 118 mL)

- UPC: 7-56184-10737-9
- Lot Numbers and Expiration Dates:
  - 0039, Exp. 11/2025
  - 0545, Exp. 01/2026
  - 0640, Exp. 02/2026
  - 0450, Exp. 05/2026
  - 1198, Exp. 12/2026

As of the posting of this recall, no serious adverse events have been reported. However, all lots within expiry are included in the recall.

Consumers are urged to stop using the recalled product immediately and contact their healthcare provider if they experience any issues related to its use. Medtech is offering reimbursements for affected products.



### TGD Cuts, LLC recalls cucumbers and related products because of Salmonella risk

TGD Cuts, LLC of Jessup, MD, is recalling multiple products, including fresh cucumbers, salsas and salads, because of potential contamination with Salmonella.

The cucumbers were supplied by Bedner Growers, Inc. and are linked to an ongoing FDA investigation into a [Salmonella outbreak](#).

The recalled products were distributed to retail and foodservice locations in Maryland, Virginia, Pennsylvania, New Jersey and North Carolina between May 20 and May 28, 2025. The affected products are past their usable shelf life and are no longer expected to be in commerce.

### Recalled products

The recalled products are packed in tubs and trays under multiple brand names and can be identified by their UPC codes and use-by dates:

- **Salsa, Hot 6/12 oz.** (UPC: 840219170534, Use by: 5/25/2025)
- **Salsa, Mild 6/12 oz.** (UPC: 840219170541, Use by: 5/24/2025 – 5/25/2025)
- **Salsa, Mild 5 lb.** (UPC: 840219140445, Julian code: 25134 – 25136, Use by: 5/27/2025 – 5/28/2025)

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- **Cucumber Sliced/Grape Tomato 50/2 oz.** (UPC: 840219184784, Use by: 5/22/2025 – 5/23/2025)
- **Cucumber Sliced Unpeeled 5 lb.** (UPC: 840219160733, Julian code: 25129)
- **Cucumber Sliced Unpeeled 50/2 oz.** (UPC: 840219170657, Use by: 5/19/2025)
- **Cucumber Spears 50/2 oz.** (UPC: 840219179971, Use by: 5/19/2025)

Product labels and images can be [viewed here](#).

As of the posting of this recall, no illnesses have been reported in connection with these products.

Consumers are urged not to consume the recalled products and should discard them or return them to the place of purchase for a full refund.

### **Skittles quietly drops titanium dioxide as food industry reduces chemicals**

Mars Wrigley, the maker of Skittles, says it removed titanium dioxide, a whitening agent used in candies and sauces, from its U.S. product line by the end of 2024, responding to consumer demand for cleaner ingredients.

The European Union banned titanium dioxide in 2022 because of concerns about potential genotoxicity (DNA damage), while the U.S. Food and Drug Administration maintains it is safe within regulated limits, a position supported by industry groups like the Titanium Dioxide Manufacturers Association. Advocacy groups, such as the Center for Science in the Public Interest, have pushed for a U.S. ban, citing studies suggesting links to immune system toxicity.

Mars Wrigley has not clarified whether the reformulation affects Skittles' taste, texture, or appearance, or if it extends to markets like the EU, where alternative formulations are likely already in use.

The company stated, "Nothing is more important than the safety of our products," but offered no further details on timing or reasoning. Mars has not confirmed whether the reformulation will extend to international markets, consistent with its history of discreet product changes.

In 2016, Mars pledged to phase out artificial colors across its portfolio, citing changing consumer expectations. While the company never publicly specified a timeline for removing titanium dioxide, its quiet removal from Skittles appears to fulfill that promise nearly a decade later.

The move aligns with a wave of reformulations across the food industry as manufacturers prioritize natural ingredients and transparency.

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### Industry signals a turning tide

The move comes amid heightened scrutiny of food additives, driven by consumer advocacy, social media pressure and evolving regulations.

A May 22, report from the Make America Healthy Again (MAHA) Commission, titled [“The MAHA Report: Make Our Children Healthy Again Assessment.”](#) spotlights growing concern about food additives such as titanium dioxide, Red 40, propylparaben, butylated hydroxytoluene (BHT) and artificial sweeteners like aspartame.

The report notes that nearly 70 percent of children’s calories come from ultra-processed foods and links these diets to rising rates of obesity, diabetes, and other chronic conditions. While not directly tied to Mars’ decision, the report underscores a broader regulatory and public push for food safety and reformulation.

In the United States, regulators maintain that titanium dioxide is safe within approved limits, a stance supported by industry groups like the Titanium Dioxide Manufacturers Association. A 2022 Scientific American report acknowledged consumer concerns but noted that evidence of harm in food applications is limited. Despite regulatory debate, many consumers likely view Mars’ reformulation as a proactive step toward safer, more transparent ingredient lists.

### A broader industry shift

The food industry is at a pivotal moment. State-level actions, such as California and West Virginia’s recent ban on certain food additives,



combined with consumer demand for cleaner labels, are pressuring companies to rethink their formulations. Platforms like TraceGains report that this shift is driving greater transparency and innovation across the supply chain.

However, not all stakeholders are aligned. Groups like the American Soybean Association argue that rapid regulatory changes could burden producers without clear scientific justification, while some companies highlight the high costs of reformulation.

Skittles’ reformulation could be a high-profile sign of a changing tide. As consumer awareness grows, driven by advocacy groups and amplified on social media, other companies may follow suit, reformulating products to meet rising expectations for safer, more natural ingredients.

## MARKET NEWS - REPLY

If you have any views or comments on the articles in the marketing news please feel free to contact us on the following email address: [sales.china@mxns.cn](mailto:sales.china@mxns.cn)