AMERICAN BEVERAGE
DRIVING SOLUTIONS TOGETHER

To:	Chairwoman Virginia Lyons and Members of the Senate Health and Welfare Commmittee
From:	Sandra Grance, American Beverage Association
Date:	3/11/2026
Re:	S.26– Prohibiting certain artificial dyes in school food and beverages

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Background and Position

We are writing to express opposition to S.26, prohibiting artificial dyes in school food. The safety of our products is our highest priority. Vermonters should have complete confidence in their favorite beverages. A state-by-state patchwork of ingredient restrictions or bans will only create confusion for consumers, undermining confidence in food safety regulations.

American Beverage Association (ABA) is the trade association representing the non-alcoholic beverage industry. ABA represents hundreds of beverage producers, distributors, franchise companies and supporting businesses that employ more than 275,000 people across the country. The beverage industry in Vermont employs more than 700 people and provides over $63 million in wages.

Our industry supports robust, high-quality, peer-reviewed scientific research, which has affirmed the safety of our products for decades.

All common beverage ingredients – colors and sweeteners – have been subjected to rigorous scientific review for safety and have been approved for consumption by multiple regulatory agencies and authoritative bodies worldwide.

All of our colors and sweeteners, including Blue Dye 1, Red Dye 40, Yellow Dye 5, and Yellow Dye 6, have been formally evaluated and approved by the U.S. Food and Drug Administration as well as regulatory bodies in Canada, the European Union and the World Health Organization through its Joint Expert Committee on Food Additives.

Differences in product formulations by country are often the result of consumer tastes and preferences. Companies may choose not to pursue approval because of consumer preferences, not because it is unsafe. None of our colors or sweeteners are banned in any other country.

We use the minimum amount of color or sweetener to meet consumer preferences. These amounts fall well below the safety threshold set by regulatory agencies across the globe.

Conclusion

S.26 would create unnecessary regulatory burdens, costs, consumer confusion, and undermine the established role of the FDA. Therefore, we respectfully request that this committee not move forward with this legislation.

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