



## **The IDFA Ice Cream Commitment: A Commitment by U.S. Ice Cream Makers to Remove Certified Artificial Colors**

Americans are passionate about their ice cream. And ice cream is central to America's culture of celebration and wholesome indulgence. That is why we are pleased to present The IDFA Ice Cream Commitment, a voluntary, proactive effort led by the International Dairy Foods Association (IDFA) on behalf of America's commercial ice cream companies to eliminate the use of certified artificial colors Red 3, Red 40, Green 3, Blue 1, Blue 2, Yellow 5, and Yellow 6 in ice cream products made with real milk and sold at food retail by Dec. 31, 2027.

America's dairy food companies are proud to provide shoppers with wholesome, nutritious, and safe products like milk, cheese, yogurt, ice cream, and protein-packed dairy ingredients made with real milk from American dairy farms. As national and state policies on artificial colors in food continue to change, ice cream makers are keeping pace by offering wholesome treats and snacks that families know and love.

In fact, many commercial ice cream makers have already phased out certified artificial colors and many others are working with suppliers to phase them out by 2028 in compliance with this effort. Thus, IDFA will convene a working group of ingredients suppliers along with dairy companies to facilitate access to an adequate supply of alternative ingredients. The IDFA Ice Cream

Commitment applies to products made with real milk sold at food retail (including supermarkets, grocery stores, convenience stores, and online retailers) by the nation's commercial ice cream makers; it does not include products made with non-dairy ingredients or those made by small shops or foodservice businesses that make their own ice cream products for sale.

According to the U.S. Food and Drug Administration (FDA), certified artificial colors are safe for use in foods when used in accordance with FDA regulations; at the same time, West Virginia has passed a law phasing out their use in foods sold at retail and several states are phasing out certified artificial colors in school foods. This misalignment of federal and state policies could disrupt how and where foods, such as ice cream, are marketed and sold. By taking this proactive measure now, ice cream makers are ensuring ice cream remains a special part of our lives—whether that's a family celebration, holiday, special dessert, or an indulgent snack.

The IDFA Ice Cream Commitment joins a string of proactive, voluntary efforts by U.S. dairy, including the IDFA Healthy Dairy in Schools Commitment announced in April 2025—which pledged to remove certified artificial colors in milk, cheese, and yogurt products sold to schools by July 2026—and the IDFA Healthy School Milk Commitment announced in April 2023—which is reducing added sugar and calories in flavored milk in schools. The dairy industry is also working with schools and nutrition professionals to educate school staff and students about the benefits of healthy dairy options in diets to promote positive health outcomes.

**Learn more about the IDFA Ice Cream Commitment.**

[www.icecreamcommitment.org](http://www.icecreamcommitment.org)

