



Promotional Toolkit: IDFA Ice Cream Commitment

Overview

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.

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. And there is no question that Americans adore ice cream. In fact, polling done by the International Dairy Foods Association in partnership with Morning Consult shows that 97% of Americans love or like ice cream, making it one of the most popular treats. To that point, the average American eats roughly 19 pounds of ice cream each year, or about 4 gallons.

Not only is ice cream an important part of our nation's culture, but it is also a major employer and source of economic impact. U.S. ice cream makers contribute \$11.6 billion to the U.S. economy every year and support 27,100 dairy industry jobs, according to IDFA's Dairy Delivers economic impact report.

Ice cream is a wholesome, indulgent treat that is just one step removed from the farm. Today, all across this country, truck drivers are hauling thousands of tanker-loads of farm fresh American milk to hundreds of U.S. ice cream making facilities. 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.

Information about the IDFA Ice Cream Commitment can be found at www.icecreamcommitment.org.

Below is information about the Commitment and promotional material to help you promote the Commitment.

Thank you for your support!

Jump to:

- [Talking Points: The IDFA Ice Cream Commitment](#)
- [Sample Social Media Posts and Email Blurbs](#)
- [Promotional Graphics for Download](#)
- [The IDFA Ice Cream Commitment](#)

Additional Materials:

- [Handout for the IDFA Ice Cream Commitment](#)

Talking Points: The IDFA Ice Cream Commitment

Key Talking Points

- America's dairy food companies are proud to provide consumers with wholesome, nutritious, and delicious products like milk, cheese, yogurt, ice cream, and protein-packed dairy ingredients made with real milk from American dairy farms every day.
- The IDFA Ice Cream Commitment is a voluntary, proactive effort by the International Dairy Foods Association (IDFA) on behalf of America's commercial ice cream companies to eliminate the use of certified artificial colors in ice cream products made with real milk and sold at food retail by Dec. 31, 2027.
- With this effort, dozens of U.S. ice cream companies are pledging to eliminate the use of the certified artificial colors Red 3, Red 40, Green 3, Blue 1, Blue 2, Yellow 5, and Yellow 6 from their ice cream and frozen dairy desserts by 2028.
- 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. 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 and other business considerations
- By taking this step now, ice cream makers are ensuring ice cream remains a special part of our lives—whether that's a family celebration, a holiday, that special dessert, or an indulgent snack.
- It is important to note that the U.S. Food and Drug Administration (FDA) has deemed certified artificial colors safe for use in foods when used in accordance with FDA regulations. However, the federal government is now considering how to phase out the use of these ingredients in the U.S. food supply. 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.
- The IDFA Ice Cream Commitment ensures there is no disruption to the marketing or availability of ice cream products sold commercially and at food retail.
- There is no question that Americans adore ice cream. In fact, polling done by the International Dairy Foods Association in partnership with Morning Consult shows that 97% of Americans love or like ice cream, making it one of the most popular treats. To that point, the average American eats roughly 19 pounds of ice cream each year, or about 4 gallons. Wow!
- And that's a good thing because not only is ice cream an important part of our nation's culture, but it is also a major employer and source of economic impact. U.S. ice cream makers contribute \$11.6 billion to the U.S. economy every year and support 27,100 dairy industry jobs, according to IDFA's Dairy Delivers economic impact report.
- Ice cream is a wholesome, indulgent treat that is just one step removed from the farm. Today, all across this country, truck drivers are hauling thousands of tanker-loads of farm fresh American milk to hundreds of U.S. ice cream making facilities.
- None of this is possible without our incredible American dairy farmers. 1 out of every 10 gallons of milk produced on American dairy farms goes to making ice cream each year. And

we use 3 gallons of milk to make 1 gallon of ice cream—demonstrating how dairy farms are essential to this wholesome indulgence. Thank you to our dairy farmers.

- We thank the dozens of U.S. ice cream companies supporting this effort, representing nearly all of the ice cream products sold at grocery stores and food retail in the U.S.
- IDFA is announcing and leading this Commitment on behalf of ice cream companies. In developing the Commitment, we met and spoke with every ice cream company in the country making ice cream products for grocery and food retail. And while we are not calling out companies by name, we expect many companies will take advantage of this effort to announce changes to their products that are in line with the IDFA Ice Cream Commitment. This effort is both extensive and significant.
- Finally, we are pleased that this announcement helps to recognize National Ice Cream Day on Sunday, July 20th. In 1984, President Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day. In the proclamation, President Reagan called for all people of the United States to observe these events with "appropriate ceremonies and activities." The events at USDA are wholly in the spirit of that proclamation.
- If you have any questions, please reach out to IDFA's Matt Herrick at mherrick@idfa.org.

Sample Social Media Posts and Email Language

Facebook / LinkedIn / Email

Today, dozens of U.S. ice cream companies are committing to eliminate the use of certified artificial colors in ice cream products made with real milk and sold at food retail establishments such as grocery stores. The IDFA Ice Cream Commitment is the latest example of America's dairy industry working harder than ever to provide consumers with wholesome, delicious products like milk, cheese, yogurt, ice cream, and protein-packed dairy ingredients made with real milk from American dairy farms.

Learn more about the Commitment: www.icecreamcommitment.org

Twitter

A wholesome indulgence that embodies the tradition of American celebrations. We're proud to support the IDFA Ice Cream Commitment, a voluntary effort to eliminate the use of certified artificial colors in ice cream products made with real milk and sold at food retail. Learn more:

www.icecreamcommitment.org

Downloadable Graphics for Social Media

The first option below is a generic post. The second option allows you to add your logo.

(click either to download its respective high-res version)





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.