



****FLOOR ALERT****

OPPOSE

AB 2244 (Gabriel) - Non-Ultraprocessed Certified Food Standard

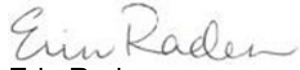
REJECT AN ADDITIVE-ONLY STANDARD THAT MISLABELS NUTRIENT-DENSE FOODS

August 24 amendments make AB 2244 more problematic by removing the nutritional standards of “high in” added sugars or sodium, making non-UPF certified disconnected from any health standards.

- **UPF definition not tied to nutrition.** The August 24 amendments replace the complete UPF standard enacted in AB 1264 with a different, additive-only test for the new state seal. Existing Section 104661 requires a listed additive and a second trigger: either high saturated fat, sodium, or added sugar, or a specified sweetener or other substance. Current law and definition was established by the author of both bills with nutritional standards after much review and collaboration by the Legislature and Administration.
- **Non-UPF products eligible in schools, not eligible for Non-UPF certification.** New Section 104672(b)(1) would deny "Non-Ultraprocessed Certified" status when a product merely "meets the additive criteria" in Section 104661(a)(2). By omitting paragraph (3), the bill can bar a food or beverage from certification even when the food is not UPF under the definition in existing law.
- **Natural spices and natural flavors would disqualify from Non-UPF certification.** New Section 104672 restricts the certification to any food or beverage that meets (A) or (B). By including the reference “or (B)” any products containing “salt, natural spice blend or natural flavors” would be disqualified from earning the “Non-UPF” seal. No definition of UPF in the world restricts these natural ingredients.
- **Nutrient-dense, fortified foods with natural additives ineligible for Non-UPF label.** Some foods use natural stabilizers, emulsifiers, colors, or flavors for texture, shelf stability, or palatability. For example, plant-based fortified alternative milk products such as soy, oat and almond milk. All these products would be prohibited because of natural additives.
- **Government-backed Non-UPF seal based on this criteria will mislead consumers.** Products that cannot bear the seal will predictably be perceived as UPF or unhealthy. For this reason, the UPF definition in current law includes a reference to nutritional standards to provide consumers with accurate information on products that may have a nutritional benefit. Without these standards, consumers will be driven away from potentially nutritious and healthy items, and possibly towards less healthy alternatives.

Vote NO unless AB 2244 restores the full Section 104661 definition and provides a fair pathway for nutritionally beneficial products.

Respectfully,



Erin Raden
Senior Director, State Affairs
Consumer Brands Association



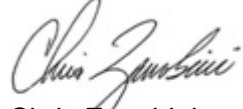
Dan Colegrove
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Food Ingredient Safety Coalition



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California Manufacturers and Technology
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Carla Saunders
President
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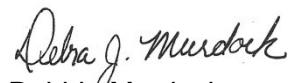
Chris Zanolini
Chief Executive Officer
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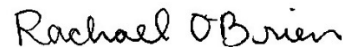
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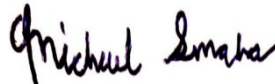
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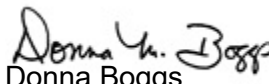
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