

FDA Bans Popular Food Additive Red Dye No. 3 (Broadcast)

INTRO:

YEARS IN THE MAKING – THE F-D-A HAS BANNED THE USE OF RED DYE NUMBER THREE IN FOOD AND INGESTED DRUGS.

TAKE VO

THE F-D-A CITED TWO STUDIES OF LAB RATS... WHERE HIGH LEVELS OF RED 3 CAUSED CANCER... AS A MAIN REASON TO BAN THE USE OF THE CONTROVERSIAL SYNTHETIC FOOD DYE.

CANDIES... CEREALS... AND COLORED BEVERAGES ARE SOME OF THE MOST WELL-KNOWN PRODUCTS TO HAVE RED 3 IN THEM. IT GIVES THEM A VIBRANT... CHERRY HUE. BUT JEANNA RICH (**GINA**) – AN ONCOLOGY REGISTERED DIETITIAN WITH OSF HEALTHCARE CANCER SUPPORT SERVICES – SAYS SOME ITEMS MIGHT SURPRISE YOU. LIKE MASHED POTATOES... VEGAN MEATS... AND OTHER MEATS LIKE SAUSAGE. YELLOW RICE... SUGAR-FREE WATER FRUIT FLAVORINGS AND POPPSICLES CAN HAVE OTHER FOOD DYES IN THEM AS WELL... MOSTLY RED DYE NUMBER 40.

RICH SAYS THESE DYES AREN'T PROVIDING US WITH ANY NUTRITION... AND INSTEAD IT COULD HARM OUR OVERALL HEALTH.

TAKE SOT | JEANNA RICH | ONCOLOGY REGISTERED DIETITIAN | OSF HEALTHCARE CANCER SUPPORT SERVICES

“For any child, especially with their developing body and brain, having these in large quantities, we don't know what that could be doing to their development. We know there is a correlation between hypersensitivity or ADHD in young children and larger quantities of this in their diet,” Rich says. “It is something we should absolutely take out of our food system because of the potential risk and harm it could cause.”

VO TAG

HEALTHIER ALTERNATIVES SOME COMPANIES USE TO BRING RED COLOR TO PRODUCTS ARE HERBS... SPICES... FRUITS AND VEGETABLES LIKE BEETS... POMEGRANATES... CHERRIES... TURMERIC AND PAPRIKA. RED 3 ISN'T THE ONLY RED DYE MAKING THE HEADLINES OVER THE LAST FEW YEARS. IN SEPTEMBER 2024 – CALIFORNIA OUTLAWED RED 40 AND FIVE OTHER DYES FROM BEING SERVED IN MEALS... DRINKS AND SNACKS AT PUBLIC SCHOOLS. THE NATIONAL HEALTH SERVICE IN ENGLAND REPORTS E-129 – WHICH IS THE EUROPEAN VERSION OF RED 40 – HAS BEEN LINKED TO HYPERACTIVITY IN CHILDREN.

ADDITIONAL INFO/SOUNDBITES

Red Dye No. 3 comes from petroleum, Rich says. Nearly 35 years ago, the FDA banned the dye, known as erythrosine, from cosmetics due to cancer risk. In 2022, a petition was filed by two dozen food safety advocates for the FDA to revoke the use of Red 3 in food and drinks.

“Food naturally can give off color. We don't need to use synthetics to provide that optimal color we're looking for,” Rich says. “She recommends incorporating whole foods into your diet as much as possible.

Rich adds that at home, you can use pomegranate juice or beetroot extract when baking to give the food a pink hue.

Rich calls the cereal aisle a “dangerous place” for synthetic food dyes.

“Pop-Tarts, frostings and anything with a bright red or orange hue is not naturally found,” Rich says. She says they can sneak into condiments, like barbecue sauces, as well as Maraschino cherries found in fruit cocktails.

Manufacturers that use Red Dye No. 3 have until January 2027 or January 2028, to remove the dye depending on their product.