

PRESS RELEASES NOV 7, 2025 RASMA ZVANERS

BAKING INDUSTRY UNITES AROUND NATIONAL FD&C COLORS COMMITMENT



November 7, 2025 — The American Bakers Association (ABA) today announced its new **“Baked Goods FD&C Colors Pledge,”** a voluntary industry commitment to eliminate certified FD&C colors from baked goods across the United States.

This initiative builds on the momentum begun by ABA’s August 2025 [“Baked Goods in Schools Pledge,”](#) a voluntary commitment to removing certified FD&C colors from baked goods served in K-12 schools by the start of the 2026-27 school year. With this new and expansive pledge, ABA and its member companies are pro-actively taking the next step to extend their commitment from the classroom to every American who enjoys baked goods.

More than 90% of ABA member companies have already committed to eliminating certified FD&C colors by December 31, 2028. The “Baked Goods in FD&C Colors Pledge” continues to advance the significant progress achieved by the commercial baking industry to date and underscores the proactive efforts of ABA members to raise the bar beyond existing regulatory requirements as they continue to serve all communities nationwide.

“Today’s announcement reinforces our industry’s commitment to serve Americans by formalizing a date to remove certified FD&C colors from our nation’s baked goods,” said Eric Dell, ABA President and CEO. “By uniting around this pledge, our members are building on their progress in this space, going beyond what’s required and responding to evolving consumer desires.”

The Baked Goods FD&C Colors Pledge reflects the baking industry’s ongoing commitment to deliver high-quality baked goods that honor tradition, nourish communities, and bring Americans together.

ABA will continue to work closely with member companies to meet the December 2028 deadline.

About the American Bakers Association

The American Bakers Association (ABA) is the largest, most established, and diverse trade association for the commercial baking industry in the United States. ABA's community includes more than 375 member companies representing over 1,200 commercial baking facilities and the extensive industry supply chain.

Since 1897, ABA has served as the voice of the baking industry, offering compelling advocacy, insightful thought leadership, and comprehensive research on industry trends. ABA members also benefit from extensive business services including premier networking events, impactful knowledge sharing, and effective workforce development programs and training resources. ABA is committed to enhancing its mission by growing the category and promoting the industry as the destination workplace. In 2025, ABA earned the prestigious Great Place To Work® Certification, underscoring its commitment to delivering on the Higher Level Impact strategic objective by fostering a strong internal culture that drives excellence for the commercial baking industry.

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