

Ultra-Processed Foods and Consumer Protection - What We Learned from ... West Virginia

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States are increasingly regulating ultra-processed foods (UPFs) — and West Virginia’s new law banning additives in school foods (with broader statewide application coming soon) offers a window into how consumer protection intersects with public health. In this episode, we go over key takeaways from our recent webinar, exploring the debate over UPFs, what makes a product “ultra-processed,” the constitutional and evidentiary challenges facing such laws, and why regulators and advocates are pushing this agenda.

Hosted by Simone Roach. Based on a blog post by [Paul Singer](#), [Donnelly McDowell](#), [Abigail Stempson](#), and [Andrea deLorimier](#).