Generous funding from the Clarence E. Heller Charitable Foundation has played a key role in Healthy Babies Bright Futures’ strategic efforts to reduce the levels of brain-harming chemicals in food – **first in baby food, and then in the food we all eat.**

A few of our measurements for success on this project are:
- The number of manufacturers and retailers that take significant actions to reduce babies’ exposures.
- The traditional and social media coverage of the HBBF’s report releases and other HBBF food and chemicals content.
In February 2021, the House Committee on Oversight and Reform released a report showing that top baby foods are contaminated with dangerous levels of toxic heavy metals, with amounts of arsenic, lead, cadmium, and mercury routinely found in excess of recommended limits.

This report — which was inspired by HBBF’s 2019 baby food study — made waves in the media and gained quick traction, raising awareness of the issue to consumers.
The Congressional report — in conjunction with HBBF’s 2019 research and continued advocacy — led to the launch of FDA’s Closer to Zero initiative, which is the agency’s new action plan to reduce exposure to lead, arsenic, cadmium, and mercury in baby foods.

But the FDA timelines aren’t ambitious enough to be protective. Amid the revelations in the Congressional study and the FDA’s delayed response, HBBF’s baby food work is more important than ever.

Why does it take more than three years just to finalize action levels? The pace of the FDA’s 'Closer to Zero' doesn’t get us closer to zero quickly enough.

— Charlotte Brody
As a follow up to the February report, the House Subcommittee on Economic Consumer Policy released a report in September 2021 showing that Walmart, Sprout, and Plum baby food brands willingly sold products whose arsenic levels were well over FDA’s 100 ppb protective limit.

These companies have continued to ignore the dangerously high levels of toxic heavy metals in their baby food and the FDA’s action level for arsenic.
Potential Reach: 550M

Social Reach

Report 2: Data from September 29 - October 5

788 stories

106 stories
As we plan for 2022 and beyond, HBBF continues to focus on strategies that will force manufacturers and retailers to take significant actions to reduce babies’ exposures.

Our next report, scheduled for January 2022, will compare levels of toxic chemicals in baby food and adult foods.

Thank you for your support of this important work!