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The U.S. government is revisiting infant formula guidelines through Operation Stork Speed, focusing on contaminants and the potential health risks of seed oils. Nearly all baby formulas use seed oils to replicate the fatty acid profile of breast milk, creating both regulatory risk and industry scrutiny. Most consumers are not actively avoiding seed oils but the spotlight from the government and possible news it creates can sow doubt, especially for those with infants.



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The takeaway...

- Seed oils are nearly universal in infant formula placing the industry under heightened scrutiny
- Consumer perceptions are mixed, with under half seeing seed oils as healthy and many holding no opinion, creating room for doubt as media and regulatory attention increases.

Your next move...

- Evaluate formulations to understand how potential regulatory changes around may impact product compliance.
- Proactively educate consumers on how seed oils mimic breast-milk fatty acid profiles.
- Explore alternative fat sources as a hedge against possible regulatory shifts.

The Emerging MAHA Focus on Seed Oils in Infant Formula Regulation

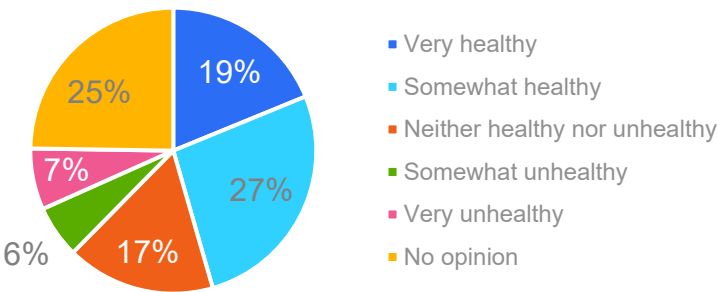
U.S. Government Planning to Update Baby Formula Guidelines

Health and Human Services Secretary, Robert F. Kennedy Jr., launched Operation Stork Speed, with the aim of reevaluating infant formula guidelines set in place in 1998. As part of the plan, the department wants to increase testing for heavy metals and other contaminants, as well as evaluate seed oils’ potential link to poor outcomes.

Source: <https://youtu.be/pPHJi7F9u6g?si=EE1NPwbQXESYWeYz>

Just under half of consumers view seed oils as healthy with a quarter saying they have no opinion

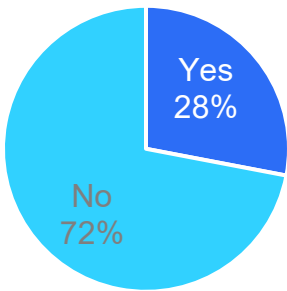
Perceptions of Seed Oils



Source: IFIC Spotlight Survey: Americans’ Perceptions Of Seed Oils. February 2025, n=1000

Avoiding Seed Oils Stay Off Most Consumers’ Radars, Even as Operation Stork Speed Turns Up the Spotlight

Do you actively avoid consuming seed oils?



Source: IFIC Spotlight Survey: Americans’ Perceptions Of Seed Oils. February 2025, n=1000

Nearly All Infant Formulas Will Come Under ‘Stork Speed’ Scrutiny for Seed Oil Usage

91%

of infant formula unit sales *contain seed oils*

4%

of infant formula unit sales *claim to be free from seed oils*

Source: NIQ Product Insight | Baby Feeding; Total US xAOC, Latest 52 Wks - w/e 1/24/26

Industry Analysis
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