

Trending MAHA Narratives in Food & Agriculture

Growing a Healthier America - MAHA Narrative Snapshot

July 9-August 12, 2026

Two major initiatives from Make America Healthy Again (MAHA) moved forward recently.

Health and Human Services Secretary Robert F. Kennedy Jr. announced a proposal to change the Generally Recognized as Safe (GRAS) framework. The rule would require food manufacturers to notify FDA whenever they use ingredients that are “generally recognized as safe.” Kennedy said the rule change would modernize the framework and increase transparency. Some have called voluntary GRAS reporting a loophole.

In addition, FDA and USDA submitted a definition of ultra-processed foods to the U.S. Office of Management and Budget (OMB) for final review. Food industry groups have responded, as “non-upf” labels emerge.

Attention has focused on food safety, as 24,000 Americans have been sickened in a cyclospora outbreak linked to lettuce. FDA said the outbreak is under control, but consumers remain worried, lettuce prices have plummeted and lawsuits have been filed against Taylor Farms and Taco Bell.

In other news, Kennedy launched his own cooking show focused on cooking “real food at affordable prices.” Critics said prices were underestimated and the recipes tasted bad.

Following is a synopsis of online activity monitored from July 9 - August 12, 2026.

Make America Healthy (MAHA): Secretary Kennedy touted MAHA-inspired changes in military dining, hospital nutrition programs and school lunches, focusing on adding “real food” to the menu.

Keywords we’re watching: food pyramid, chemicals, health

Processed Foods: Mentions increased in connection with the proposed federal definition of ultra-processed foods. A popular social post recommended detoxing from processed foods.

Keywords we’re watching: body, sugar, ingredients

Pesticides: California will be phasing out paraquat, as manufacturers have voluntarily cancelled their product registrations in the state. In March, a truck spilled 60 gallons of paraquat, prompting shelter-in-place orders for about 600 residents.

Keywords we’re watching: heavy metals, brain damage, lunches

Food Dyes: WK Kellogg will remove artificial colors from all its cereals by the end of the year, a year ahead of the previously announced schedule. The company said it has found fruit- and vegetable-based juices that will give cereals like Froot Loops and Apple Jacks their distinctive colors.

Keywords we’re watching: citrus red no. 2, Orange B, gut health

Raw and Whole Milk: Raw-milk language was used as shorthand for broader ideological or lifestyle branding, including trad-wife discourse.

Keywords we’re watching: organic, warning label, health



Seed Oils: Many social posts argued seed oils should be avoided, linking them to inflammation, oxidation and poor health. Another post said everyday foods like seed oils are fake.

Keywords we're watching: skin, meat, chips

High Fructose Corn Syrup: A guest on the Joe Rogan podcast suggested that high fructose corn syrup is engineered to “hijack the brain” and that boxed apple juice affects the frontal lobe in a way similar to cocaine.

Keywords we're watching: depression, cardiovascular disease, nature

Big Ag: Several high-engagement posts linked Big Ag to contaminated produce, recalled food and alleged suppression of safety findings. On social media, commenters portrayed Big Ag as supporting immigration amnesty and cheap labor policy.

Keywords we're watching: illegal aliens, factory farms, chicken

Regenerative Agriculture: Social media framed regenerative agriculture as a systems-level fix for soil, biodiversity, water quality and climate. Posts suggested lab-grown meat reflects corporate control and consumer distrust, especially around food safety and processing.

Keywords we're watching: experience, community, growth

Growing a Healthier America

Engaging on the food topics that matter

Growing a Healthier America (GaHA) is engaging with people on the food topics that matter to them on the channels where conversations are happening. Already, GaHA has generated 13.2 million impressions, more than 1.1 million engagements and an 8.74% engagement rate. Now, GaHA Amplify will scale trusted voices, paid reach and real-time intelligence. Join the next phase and help strengthen public trust in food. Join us in the next phase and help strengthen a coordinated response to emerging trust challenges.

[Learn More](#)

Analytics Report

Digital analytics provided for each theme. The full report follows. It includes:

Total Mentions: Mentions in news and social media, comparison to previous two-week period

Keywords: Most common words associated with the term

Sentiment: Rating of mentions as positive, negative or neutral

Engagement Trend by Source: Where conversations are taking place

Questions or feedback? Reach out to us at learnmore@foodintegrity.org

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Engagement Trend by Source: Where conversations are taking place

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Total Mentions

↓ 41.5%

Previous Period 129k

Platform	Negative	Not Rated	Neutral	Positive
X	19900	0	19400	25100
Reddit	435	0	335	111
Bluesky	508	0	211	126
Forums	15	0	83	3
Instagram	51	0	113	69
Facebook	61	0	104	49
Blogs	28	0	77	3
Comments	39	0	47	13
LinkedIn	3	0	20	11
Pinterest	0	0	1	2
News	2030	2	5310	673

A word cloud of terms related to the 2013-2014 school year food safety concerns. The words are arranged in a circular pattern, with the most prominent words in the center. The words include:

- entire military food program
- new ingredients
- families
- new food pyramid
- entire food supply
- soldiers flood health
- maha movement
- schedule
- decades
- genius
- fed garbage
- drugs
- kind
- real food
- maha team
- chemicals
- country troops
- artificial colors
- food system
- bombshell
- men and women
- full-steam
- national disgrace
- free pass
- real accountability
- military dining hall

1	X	419K		57.4%
2	Instagram	142K		19.5%
3	News - Online	53.1K		7.28%
4	YouTube	48.9K		6.71%
5	Bluesky	37.7K		5.17%
6	Facebook	22K		3.02%
7	Reddit	6.08K		0.83%

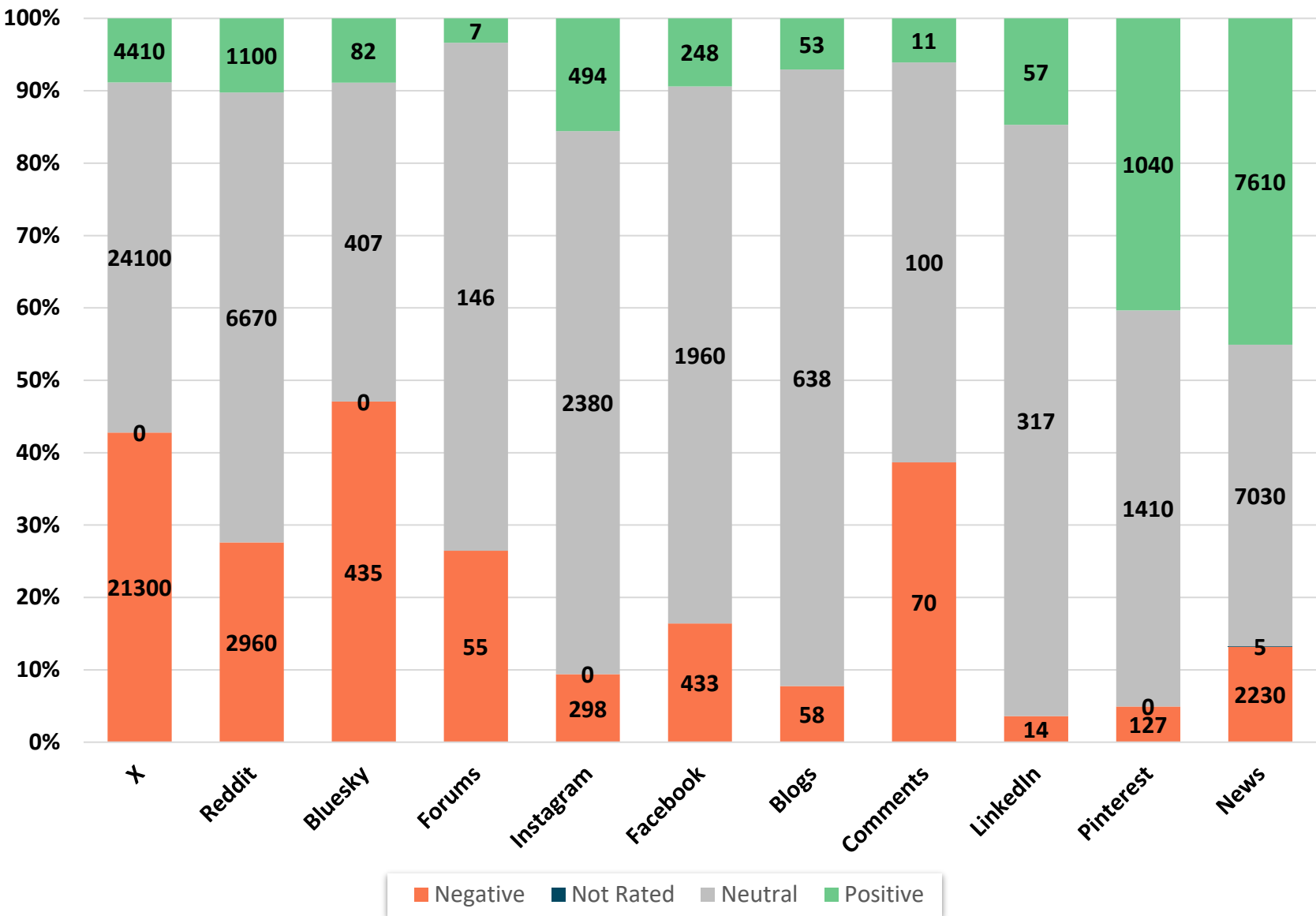
July 9, 2026 – August 12, 2026

Total Mentions

96.6k

↑ 10.6%
Previous Period 108k

Sentiment by Source Type



Keywords



Top Engagement by Source

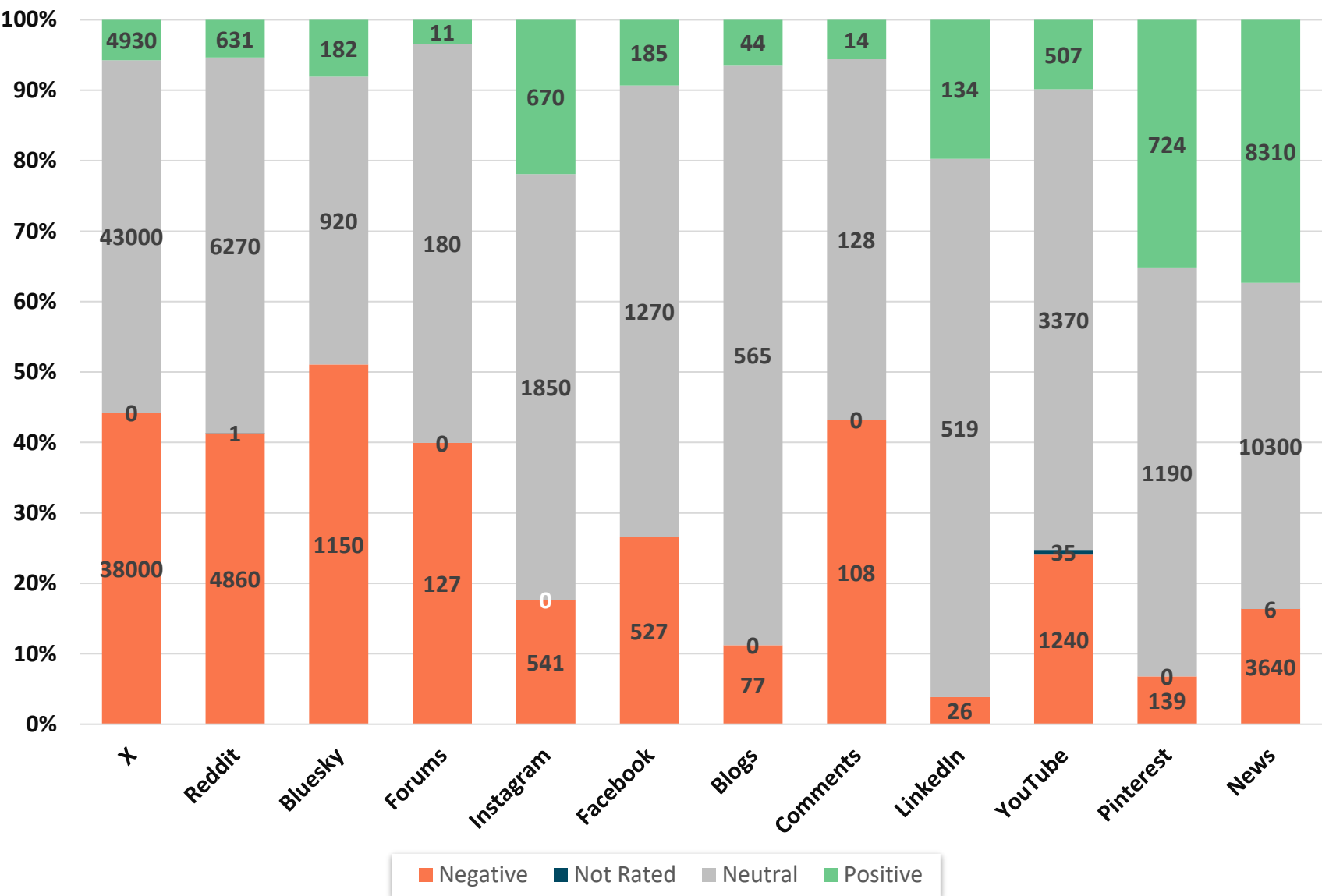
1	Pinterest	10.3M		75.7%
2	Instagram	1.79M		13.1%
3	YouTube	540K		3.96%
4	X	470K		3.45%
5	Facebook	420K		3.08%
6	News - Online	47.8K		0.35%
7	Reddit	33K		0.24%

July 9, 2026 – August 12, 2026

Total Mentions



Sentiment by Source Type



Keywords



Top Engagement by Source

1	Pinterest	4.08M		45.1%
2	Instagram	3.42M		37.8%
3	YouTube	452K		5%
4	Facebook	411K		4.54%
5	X	379K		4.19%
6	News - Online	208K		2.29%
7	Reddit	47.7K		0.53%

July 9, 2026 – August 12, 2026

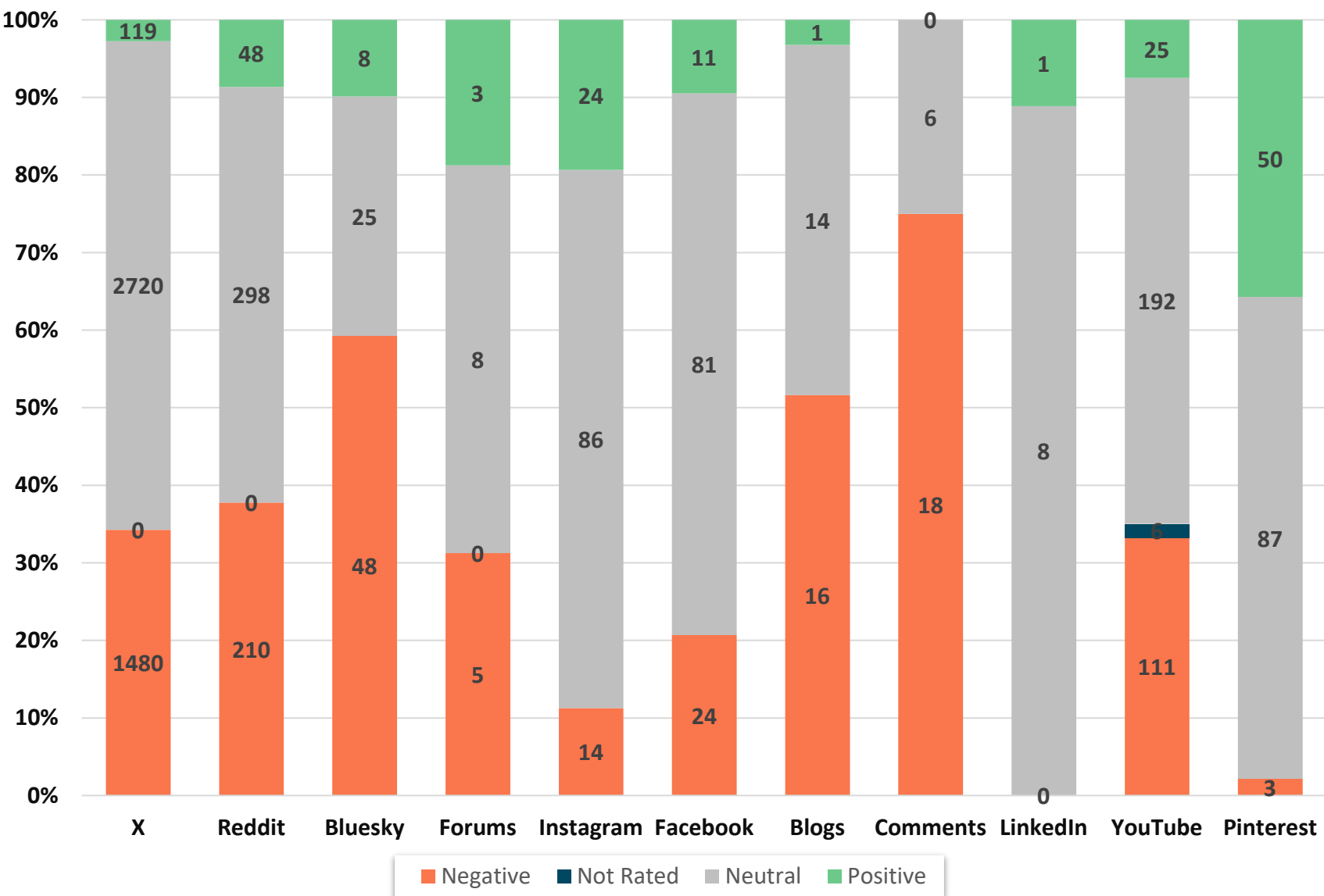
Total Mentions

7.02k

↓ 5.01%

Previous Period 7.39k

Sentiment by Source Type



Keywords



Top Engagement by Source

1	Pinterest	222K		45.4%
2	Instagram	177K		36.1%
3	YouTube	37.4K		7.65%
4	X	30.5K		6.23%
5	Facebook	10.2K		2.08%
6	News - Online	9.91K		2.03%
7	Reddit	1.66K		0.34%

CFI Digital Insights: Raw & Whole Milk

July 9, 2026 – August 12, 2026

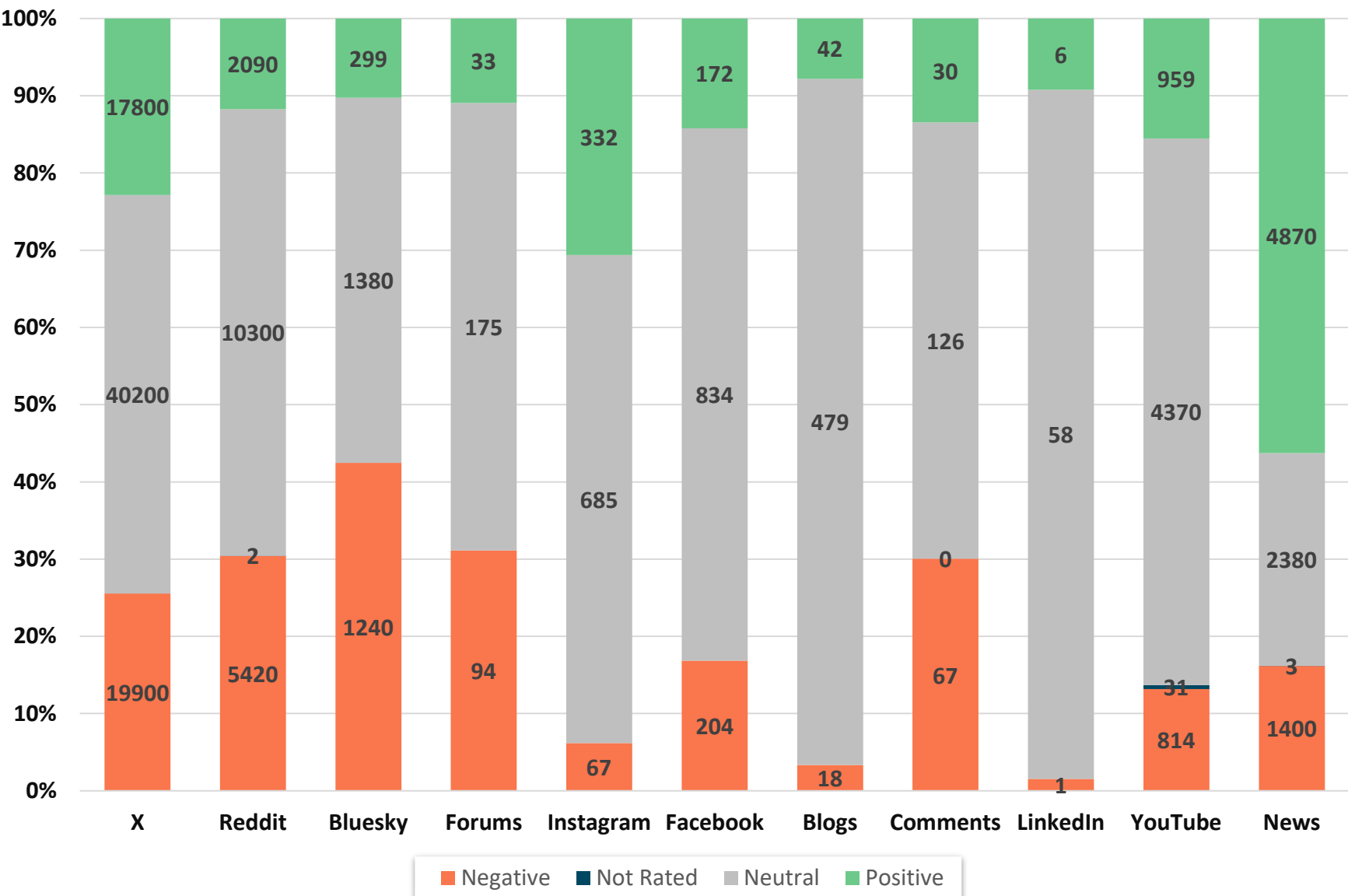
Total Mentions

117k

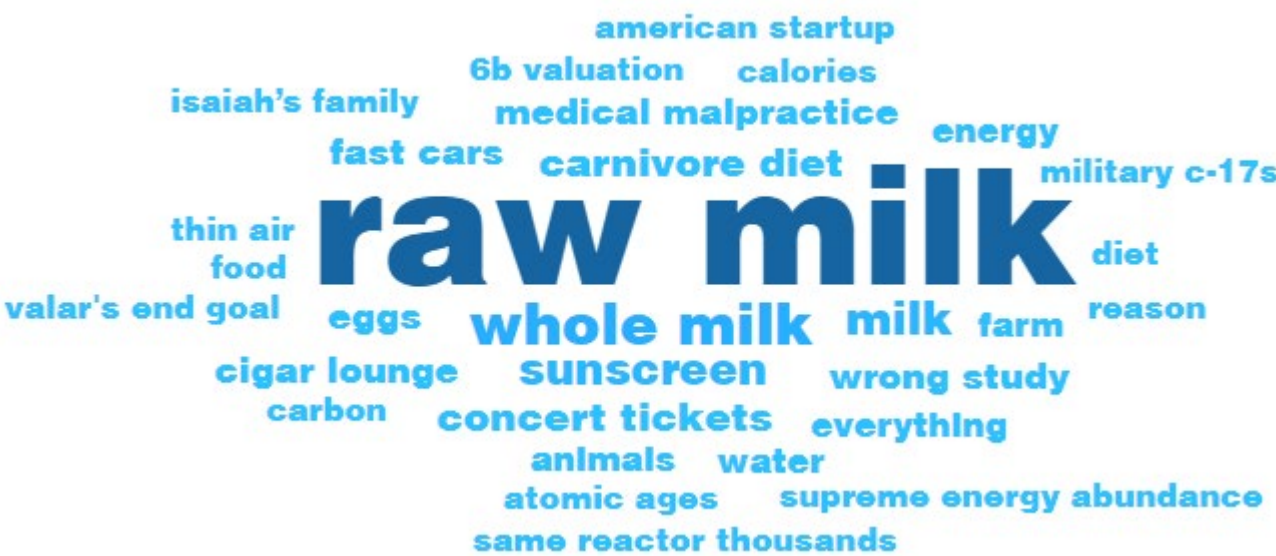
↓ 15.3%

Previous Period 138k

Sentiment by Source Type



Keywords



Top Engagement by Source

1	Instagram	1.68M		43.1%
2	X	1.05M		27%
3	YouTube	945K		24.2%
4	Facebook	126K		3.23%
5	Reddit	51.1K		1.31%
6	Bluesky	31.3K		0.8%
7	News - Online	13.2K		0.34%

July 9, 2026 – August 12, 2026

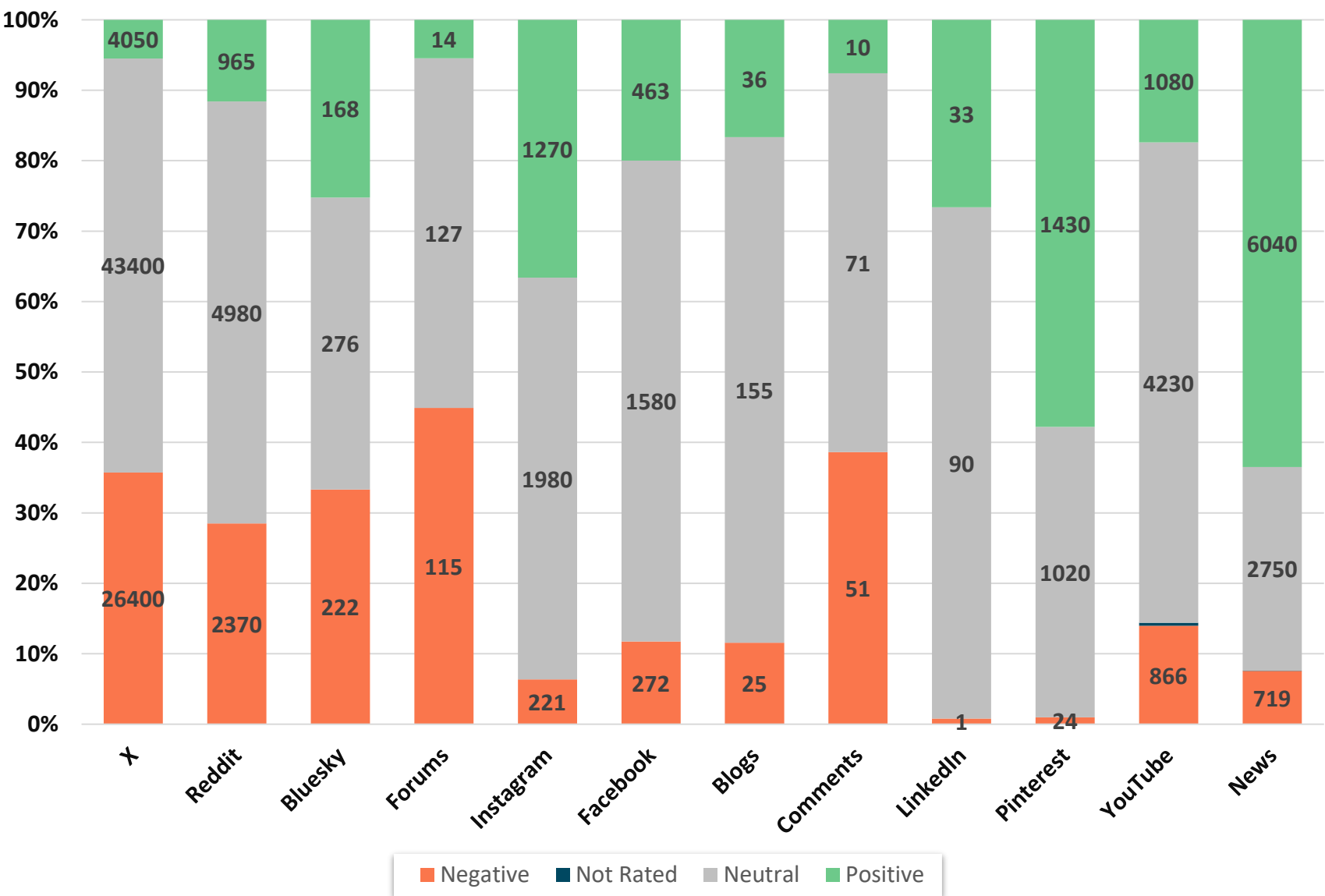
Total Mentions

108k

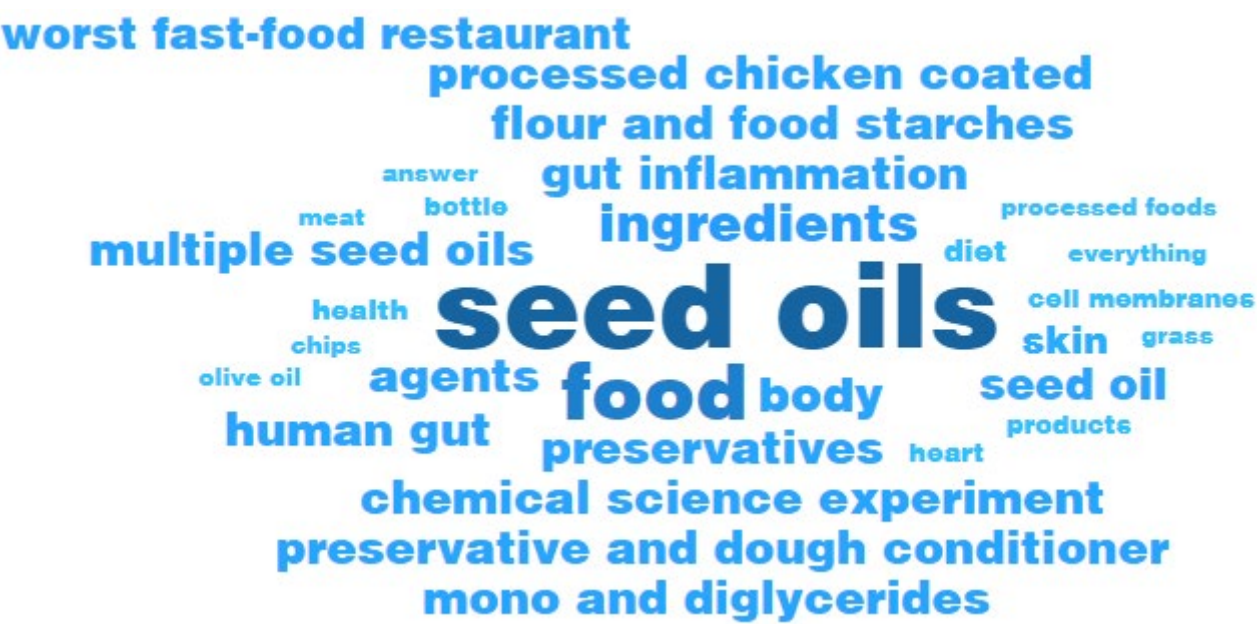
↓ 25%

Previous Period 143k

Sentiment by Source Type



Keywords



Top Engagement by Source

1	Pinterest	4.21M		59.8%
2	Instagram	1.55M		22.1%
3	X	473K		6.72%
4	YouTube	402K		5.71%
5	Facebook	231K		3.28%
6	News - Online	132K		1.87%
7	Reddit	30.5K		0.43%

CFI Digital Insights: High Fructose Corn Syrup

July 9, 2026 – August 12, 2026

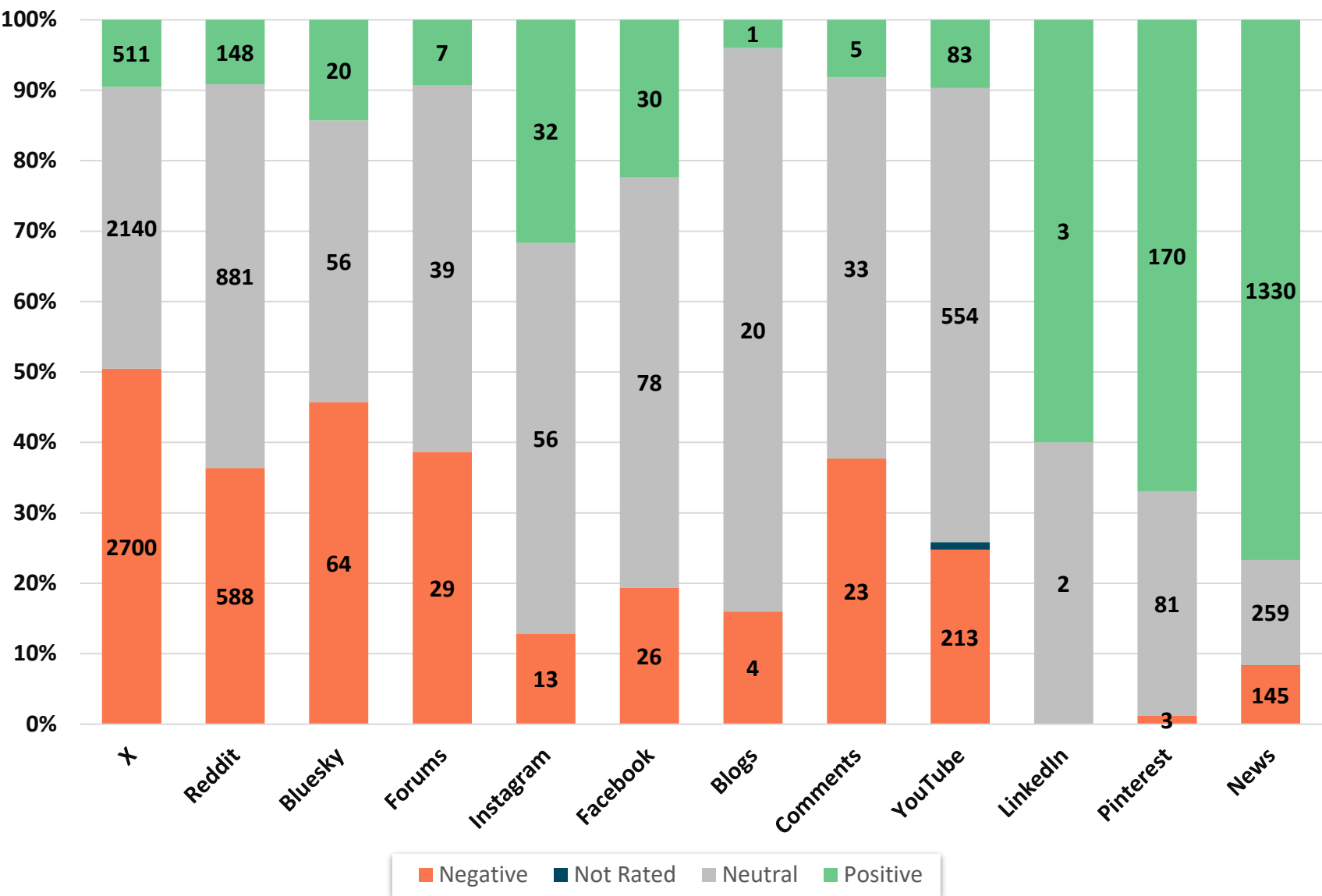
Total Mentions

10.4k

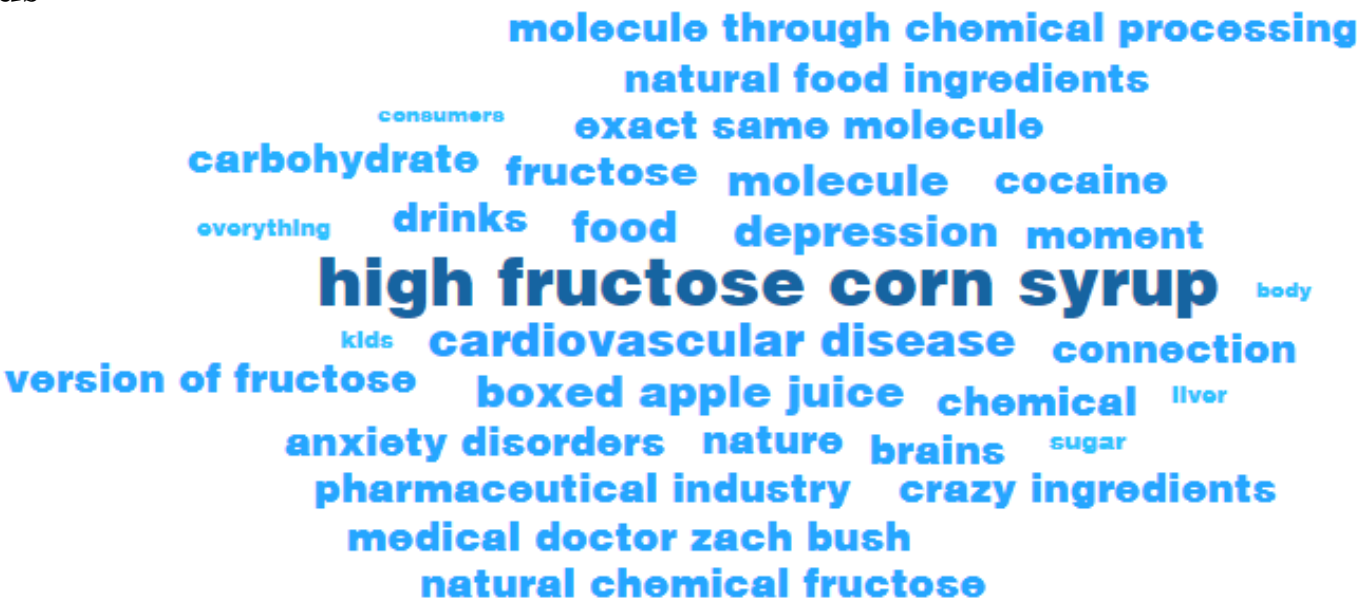
↓ 55.3%

Previous Period 23.2k

Sentiment by Source Type



Keywords



Top Engagement by Source

1	Instagram	482K		70.3%
2	Pinterest	125K		18.3%
3	YouTube	30.1K		4.39%
4	X	28.8K		4.2%
5	Facebook	12.3K		1.79%
6	Reddit	5.16K		0.75%
7	News - Online	1.39K		0.2%

July 9, 2026 – August 12, 2026

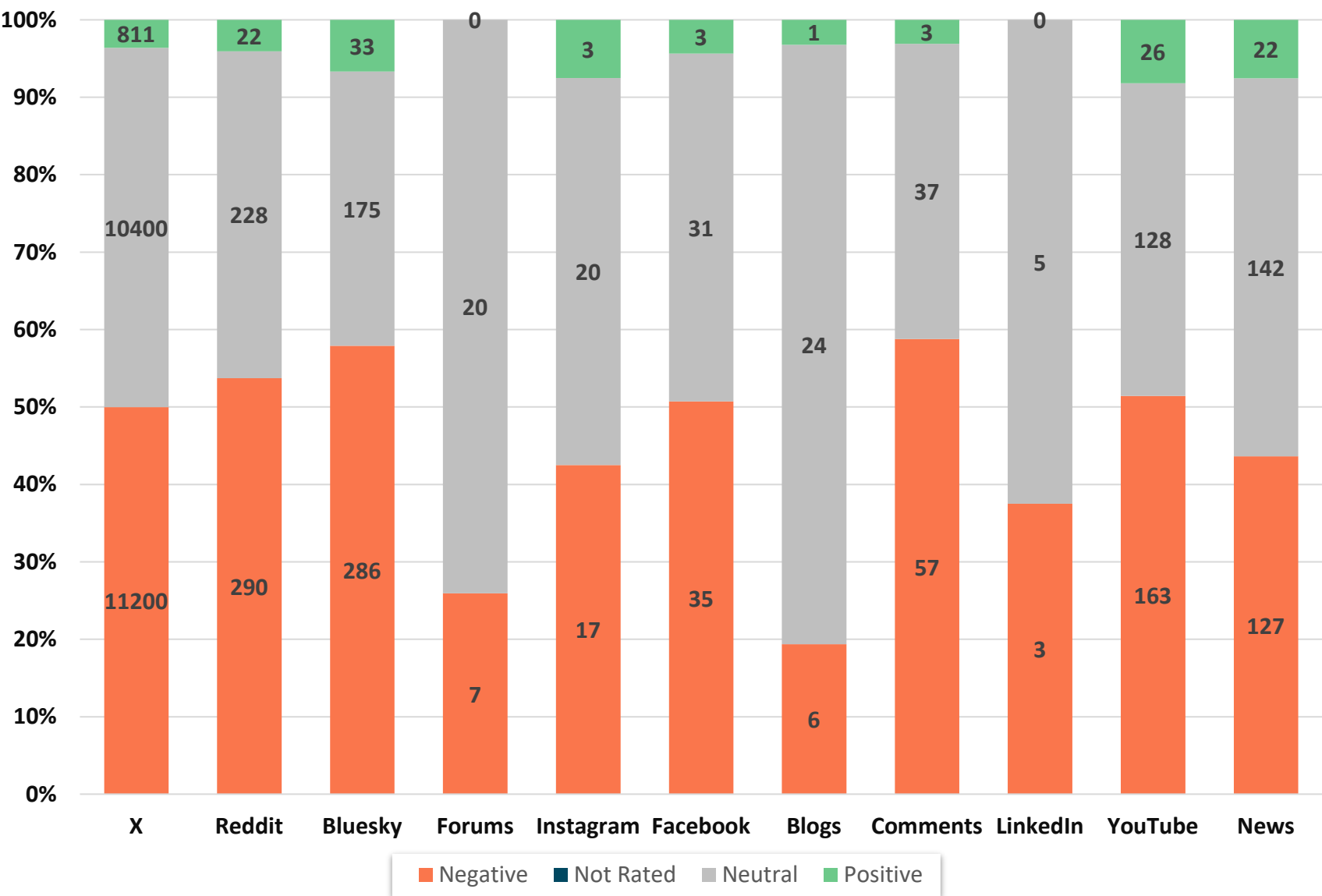
Total Mentions

24.3k

↑ 80.9%

Previous Period 13.4k

Sentiment by Source Type



Keywords



Top Engagement by Source

1	X	170K		74%
2	YouTube	22.2K		9.67%
3	Instagram	21.9K		9.52%
4	News - Online	6.69K		2.91%
5	Bluesky	4.09K		1.78%
6	Facebook	2.89K		1.26%
7	Reddit	1.65K		0.72%

July 9, 2026 – August 12, 2026

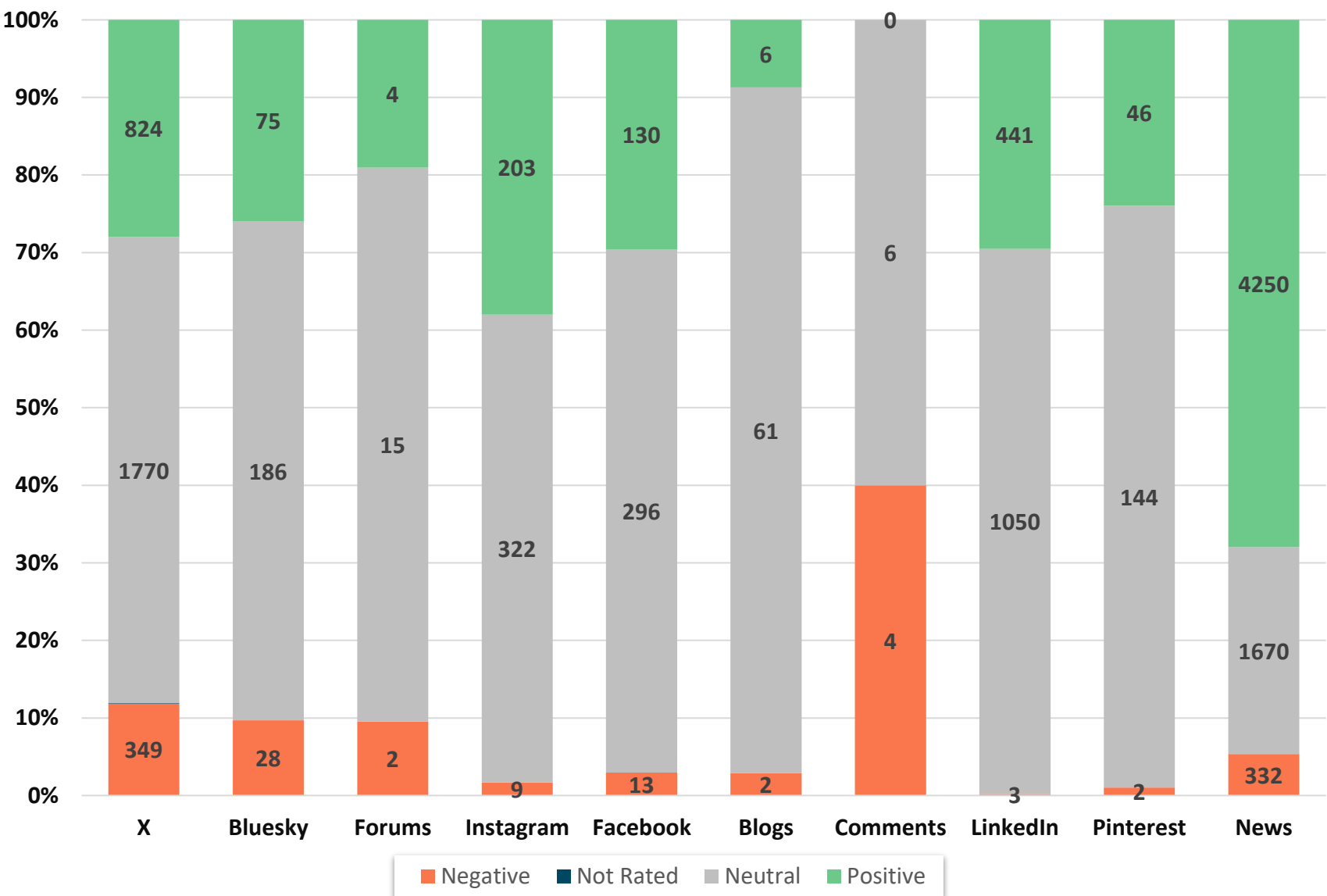
Total Mentions

12.3k

↓ 62.8%

Previous Period 33k

Sentiment by Source Type



Keywords



Top Engagement by Source

1	Instagram	80.3K		42.5%
2	Pinterest	44.4K		23.5%
3	LinkedIn	33.7K		17.8%
4	Facebook	11.8K		6.23%
5	News - Online	8.81K		4.66%
6	X	8.71K		4.61%
7	Bluesky	1.32K		0.7%