

Impact of US Tariffs and the Make America Healthy Again Agenda on Agriculture, Food Safety, and Food and Beverage Companies

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Abstract

The imposition of US tariffs and the implementation of the Make America Healthy Again agenda have significant implications for the agricultural sector, food safety standards, and food companies operating within and outside the United States. Tariffs will affect the cost and availability of imported agricultural inputs, disrupt supply chains, and influence export opportunities for American farmers. These economic pressures may lead to shifts in production practices, pricing strategies, and international competitiveness. Meanwhile, the Make America Healthy Again (MAHA) agenda, focused on improving public health through nutrition and regulatory reforms, introduces new expectations for food safety and quality. This initiative encourages food companies to innovate, reformulate products, and enhance transparency in sourcing and labeling to meet evolving consumer demands and regulatory requirements. Collectively, these policies shape the landscape of American agriculture by driving changes in market dynamics, fostering improvements in food safety, and challenging companies to adapt to a more health-conscious and regulated environment. The interplay between tariffs and health-focused policy underscores the complexity of balancing economic interests with public health objectives in the food industry. What will the effect of these competing priorities be on the U.S. economy and how can agriculture companies and farmers, as well as food and beverage manufacturers compete effectively in the global market under these conditions.

Keywords

Agricultural Trade Policy, Food Safety Regulations, Import Tariffs, Make America Healthy Again (MAHA), Agricultural Competitiveness, Food and Beverage Industry, Supply Chain Resilience, Public Health Nutrition