



Let's get real about

# ULTRA-PROCESSED FOOD

## The Problem:

### **THE FOOD SYSTEM IS FAILING US AND WE'RE FED UP!**

Ultra-processed food dominates the American diet and is ubiquitous in our schools, workplaces, and homes. This is the result of large food corporations reshaping our food system and flooding the market with products that are over-engineered to be hyper-palatable and shelf-stable. Ultra-processed food is now cheap, pervasive, and hard to distinguish or avoid.

The science is increasingly clear: high ultra-processed food consumption is associated with increased risk of heart disease, cancer, depression, metabolic disease, and premature mortality. Yet most people never see this research — and when they do, it's fragmented, overwhelming, or stripped of context.

Consumers are navigating a food system designed for corporate growth, not public health. They feel confused, blamed, and unsure who to trust. The problem isn't personal failure. It's structural design. And people are Fed UP!

## Our Approach:

### **A SCIENCE-FIRST CONSUMER MOVEMENT TO CONFRONT ULTRA-PROCESSED FOOD**

Fed UP! is a campaign grounded in peer-reviewed and conflict-free research built to translate the science around ultra-processed food into understanding, agency, and action.

We're building a movement of leading scientists, researchers, and like-minded organizations to:

- Distill complex, high-quality research into clear, accurate, and accessible public education
- Meet people where they are—concerned, frustrated, and looking for clarity—without shame or guilt
- Pair understanding with action, showing what individuals and communities can do now, while laying the groundwork for systemic change

Our public launch will coincide with a special edition of the American Journal of Public Health dedicated to ultra-processed foods, featuring new, groundbreaking research from many members of the Fed UP! movement on June 3, 2026. This moment anchors the campaign in credibility from day one and creates a shared reference point for public discourse.

Fed UP! exists to make the science of ultra-processed food impossible to ignore and possible to act on.

**We speak the truth.**

**We're inclusive and supportive of fact-based science.**

**We're independent of special interests.**

**How We're Different:**  
**SCIENCE ON OUR SIDE.**  
**PEOPLE AT THE CENTER.**

**Science-first, always.** Fed UP! is a movement of scientists and researchers promoting peer-reviewed research on ultra-processed food.

**Conflict-of-interest-free:** We are apolitical and independent from food manufacturers and are not angling to sell any products. Our goal is to educate, empower, and mobilize.

**Translation, not dilution.** We don't sensationalize findings or oversimplify to the point of distortion. We work with researchers to accurately translate their work into formats the public can understand and trust.

**Human, not prescriptive.** Our tone validates how hard this moment feels. We name the role of corporate design and profit incentives without blaming individuals for struggling to eat well in an unhealthy food environment.

**Action-oriented.** Education is the entry point, not the end goal. Fed UP! will give consumers the knowledge and tools to take action against ultra-processed food in their homes, schools, workplaces and communities.

**Your Role:**  
**SCIENTIFIC CONTRIBUTORS**

- Have your latest research and work promoted on the Fed UP! website and social channels
- Receive communications and earned media support
- Contribute in ways that fit your availability
- Maintain full academic independence
- No lobbying or partisan alignment

**Your Role:**  
**RESOURCE PARTNERS**

Partnering with Fed UP! will directly power a science-led effort to bring clarity, credibility, and action to the public conversation on ultra-processed food.

- Have your organization listed on the website as a partner and provide your educational resources on the website for consumers
- Partner with like-minded groups to realize Fed UP!'s mission
- Share stories that elevate the impact of UPFs and build momentum
- Amplify key messages and wins on social channels and with media
- Receive updates on new UPF science and regulatory activities

