STATE OF NEW YORK

5862

2025-2026 Regular Sessions

IN ASSEMBLY

February 24, 2025

Introduced by M. of A. JACKSON -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to prohibiting advertising for certain foods from being shown on television during certain hours

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. The general business law is amended by adding a new section 396-bbb to read as follows:

§ 396-bbb. Television advertisements. 1. For the purposes of this section, the term "junk food" shall mean any food with:

(a) more than four hundred calories per serving;

(b) more than four hundred eighty milligrams of sodium per serving;

(c) more than thirty-five percent of calories from fat;

(d) more than ten percent of calories from saturated fat;

(e) more than zero grams of trans fat;

(f) more than thirty-five percent of calories from total sugars; or

(g) more than fifteen grams of total sugars per serving.

2. Any person, firm, corporation or association, or agent or employee thereof, hereinafter called person, who, being engaged in the business of operating a television station, makes, publishes, disseminates, circulates or places before the public or causes, directly or indirectly, to be made, published, disseminated, circulated or placed before the public, in this state, any advertisement respecting any junk food, over any television station between the hours of six A.M. and nine P.M.; is guilty of a misdemeanor.

§ 2. This act shall take effect one year after it shall have become a law.

EXPLANATION--Matter in *italics* (underscored) is new; matter in brackets [-] is old law to be omitted.

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