



Media Contact:

Jim McIntosh

605-923-8114

press@hansenlems2026.com

FOR IMMEDIATE RELEASE

May 5, 2025

Hansen-Lems Campaign joins the front lines of the “Make America Healthy Again” Movement in West River, Commits to School Food Dye Ban Before 2026 Primary

Rapid City, SD – South Dakota House Speaker Jon Hansen and Speaker Pro Tempore Karla Lems officially joined the front lines of the “Make America Healthy Again” (MAHA) movement on May 2 at the Hotel Alex Johnson in Rapid City, bringing their campaign for Governor and Lt. Governor directly to West River families.

The event, part of the Hansen for Governor campaign launch, energized supporters gathered for an evening of conservative policy discussion, community commitment, and grassroots momentum.

Central to the launch: a bold promise to ban synthetic food dyes from South Dakota school lunches before the June 2026 primary. With their current leadership roles in the State House, Hansen and Lems are uniquely positioned to deliver results—not just promises.

“With Jon as Speaker and me as Speaker Pro Tempore, we can pass this ban in 2026—not years from now,” said Lt. Governor candidate Karla Lems. “West River families are fired up. They asked about hyperactivity, cancer risks, and how clean school lunches can help. They’re not waiting on Washington. Neither are we.”

The proposed legislation targets harmful additives such as Red Dye No. 40, Yellow Dye No. 5, and Blue Dye No. 1—chemicals linked to cancer risks, hyperactivity, and behavioral problems. The bill will mirror West Virginia’s recent legislation, requiring South Dakota schools to phase out these additives.

“A ‘Petrochemical Dye-Free Future’ is a conservative promise that we make to the moms of South Dakota,” said Hansen. The event kicked off a campaign to “Remove Synthetic Petroleum Dyes from South Dakota School Lunches” petition signatures will be gathered from parents and grandparents across the state who want to see clean food for our South Dakota school kids.

“South Dakota farmers and ranchers produce the best food in the world,” said Speaker Jon Hansen. “But before that food is served on our kids’ school lunch trays, it gets pumped full of toxic petroleum based chemical dyes from China. We’re putting a stop to that.”

Building Momentum Across the State

The West River event builds on the campaign’s Sioux Falls launch, which drew over 500 attendees and 9,000+ video views online. The movement has seen growing engagement on Facebook and talk radio, with overwhelming support in conservative radio host Greg Belfrage’s listener call in segment.

“As a mom, I was moved by the passion I see from parents in our state,” Lems said. “South Dakotans are ready to rise—for their families, their health, and their freedom. This isn’t just a campaign. It’s a movement.”



How to Join the Movement

Supporters can sign the “Remove Petroleum Dyes from South Dakota Dyes” petition, watch the Rapid City event replay, and learn more about the proposed food dye ban at hansenlems2026.com.

Media Contact: Press inquiries or interview requests can be directed to press@hansenlems2026.com

###