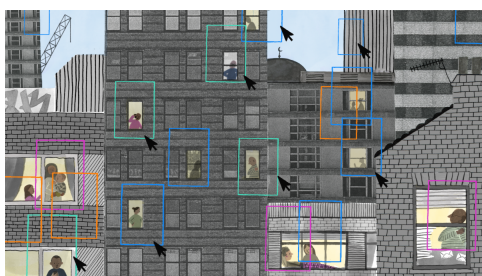




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### Topics in this issue:

- CFA and EPIC Release Issue Briefing Explaining Surveillance Pricing and Other Data-Driven Pricing Practices
  - Exploding Diarrhea and Ultra-Processed Foods: Two Public Health Problems, One Common Cause
  - CFA and Consumer and Environmental Organizations Applaud and Support California Energy Commission's Fuel-Saving Tire Efficiency Standards
  - Strong Enforcement Tools Are Needed to Protect Americans from Unsafe Products
- 



#### **CFA and EPIC Release Issue Briefing Explaining Surveillance Pricing and Other Data-Driven Pricing Practices**

The increased use of artificial intelligence throughout the economy in the midst of an affordability crisis is leaving consumers feeling “helpless” and “fearful.” As algorithmic pricing practices have become more widespread, the vocabulary describing the various practices is often used



#### **Exploding Diarrhea and Ultra-Processed Foods: Two Public Health Problems, One Common Cause**

Food safety failures and delays in regulatory action have exposed consumers and businesses to preventable risks. A long-delayed food traceability rule allowed companies to postpone providing supply-chain information during the major *Cyclospora* outbreak,

loosely or incorrectly. The confusion has seeped into policy, where certain laws have labeled one practice as another, such as labeling surveillance pricing as dynamic pricing. The goals of this issue briefing, developed by Consumer Federation of America (CFA) and the Electronic Privacy Information Center (EPIC), are to provide definitions and examples for pricing-related harms and aggregate real-world examples of surveillance pricing and other predatory data-driven pricing practices.

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## **CFA and Consumer and Environmental Organizations Applaud and Support California Energy Commission's Fuel-Saving Tire Efficiency Standards**

CFA joined consumer, environmental, and health advocates to celebrate the California Energy Commission's adoption of first-in-the-nation efficiency standards for replacement tires.

potentially prolonging exposure to contaminated lettuce and worsening economic losses for growers. At the same time, efforts to establish a clear definition and stronger regulation of ultra-processed foods have faced resistance from powerful food-industry interests. Although food-safety reforms have historically attracted bipartisan support and consumers broadly favor stronger measures, political and industry pressure continues to impede meaningful action.

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## **Strong Enforcement Tools Are Needed to Protect Americans from Unsafe Products**

The Consumer Federation of America is celebrating the introduction of the Consumer Advocacy and Protection Act of 2026, which would result in more severe financial consequences when companies put Americans at risk with unsafe products. The Consumer Product Safety

The standards will save drivers about \$180 in gasoline costs over the lifetime of a set of replacement tires by ensuring they are as efficient as those found on new cars. They will reduce nitrogen oxides and particulate matter pollution and cut annual greenhouse gas emissions by an amount equivalent to those from 400,000 gasoline cars, the Commission found. The standards—required by a 2003 state law—do not impact the longevity of tires and include a wet grip standard that will remove the least-safe tires from the market.

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Commission (CPSC) is the small but important agency tasked with protecting us all from unreasonable risk of injury or death associated with consumer products. One of the tools CPSC can use to protect Americans from unsafe products and bad actors are its civil penalties, which are assessed against parties who violate federal safety law, especially for not reporting known hazards immediately. Unfortunately, the CPSC's civil penalty authority is dwarfed by the size of modern corporations and cannot serve as a proper deterrent. It is long past time for Congress to equip CPSC with the authority and strong enforcement tools it needs to protect Americans from unsafe products.

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