

THERE'S A
Food Fight

IN AMERICA

The Debate Heats Up in Washington

Be the first to know what's driving D.C.

The Food Debate: Four Audiences, Zero Consensus

AUDIENCE	TOP FOOD-RELATED TOPIC
Beltway Insiders	Policy (SNAP, Tariffs, GLP-1s)
MAHA Influencers	Real Food for Health & Longevity
General Population	Weight Loss Journeys
Other Health Care Influencers	SNAP & Food Assistance

Washington is fighting over SNAP rules and GLP-1s. While MAHA influencers are pushing “real food” as the recipe to a long and healthy life, other influencers talk safety nets. And outside the Beltway, Americans swap weight-loss tips. Are there parts of food policy they can agree on?



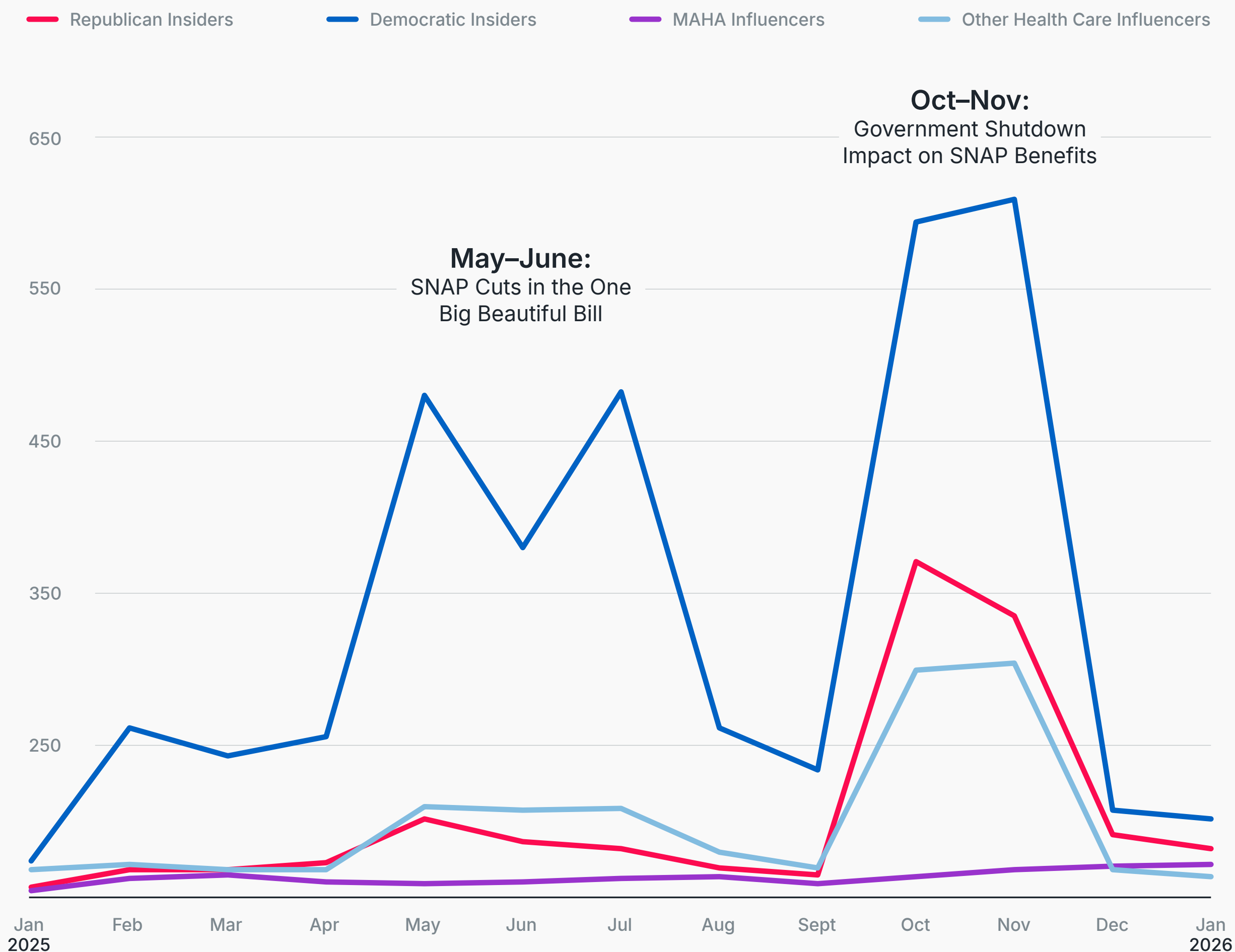
In Washington, the Legislative Calendar and Elections Keep the Partisan Food Fight Simmering

While the menu of topics varied, Beltway food talk rose and fell with the legislative calendar, spiking around the consideration and passage of the One Big Beautiful Bill Act, the off-year November elections, and the government shutdown. Democrats dominated the conversation by tying food affordability to tariffs, SNAP, and inflation, while Republican insiders focused on tightening SNAP rules.



Democratic Beltway insiders drive the affordability narrative during the spending bill debate and government shutdown.

POSTS ABOUT THE COST OF FOOD BY AUDIENCE



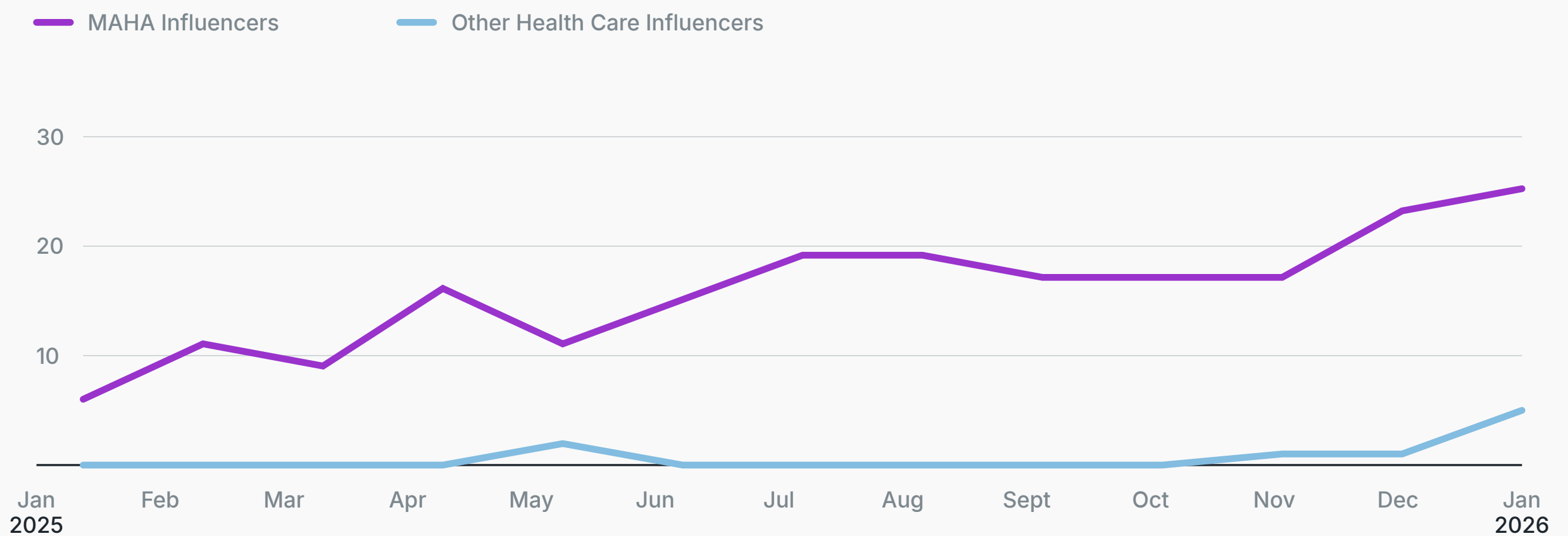
MAHA Influencers* Dish Out ‘Real Food’ as the Key to Improved Health and Longevity

For MAHA influencers, the conversation about food is a conversation about health and well-being. Their table talk focuses on diet, personal health, and longevity, and they home in on the new dietary guidelines as a pathway to a longer, healthier life.

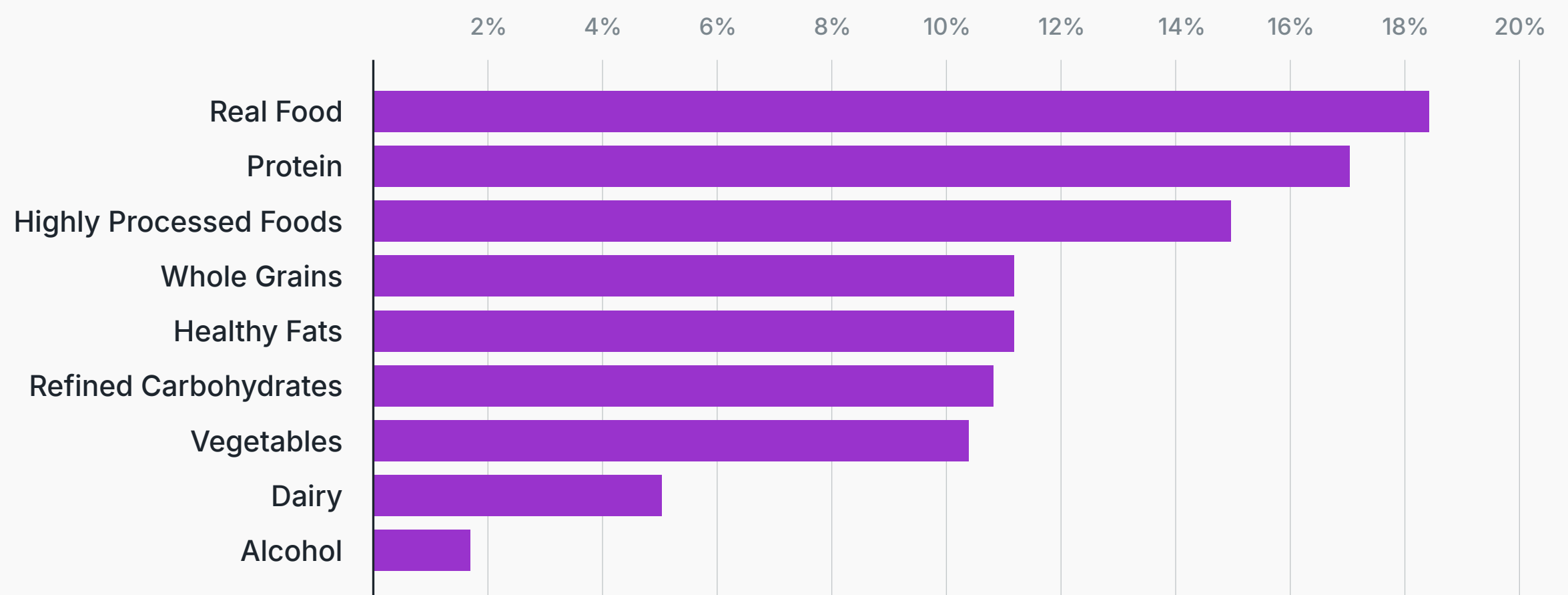


The MAHA audience is online, talking about food as health, far outpacing the broader health care policy influencer crowd.

POSTS ABOUT FOOD & LONGEVITY



TOP TERMS MENTIONED BY MAHA ALONGSIDE FOOD PYRAMID



From K Street to Main Street, GLP-1s Reshape America's Plate—and the Conversation in Washington

While the general public trades tips on the best foods and lifestyle tactics for losing weight, Beltway insiders focus on drugs. GLP-1 costs, coverage, and access are central to the food and weight loss conversation in Washington.



Americans around the country are talking about the food they eat and wanting to slim down.

TOP KEYWORDS IN THE GENERAL FOOD CONVERSATION



Good Food



Canned Food



Friends/Family



Home



Weight Loss



Food Stamps



Body

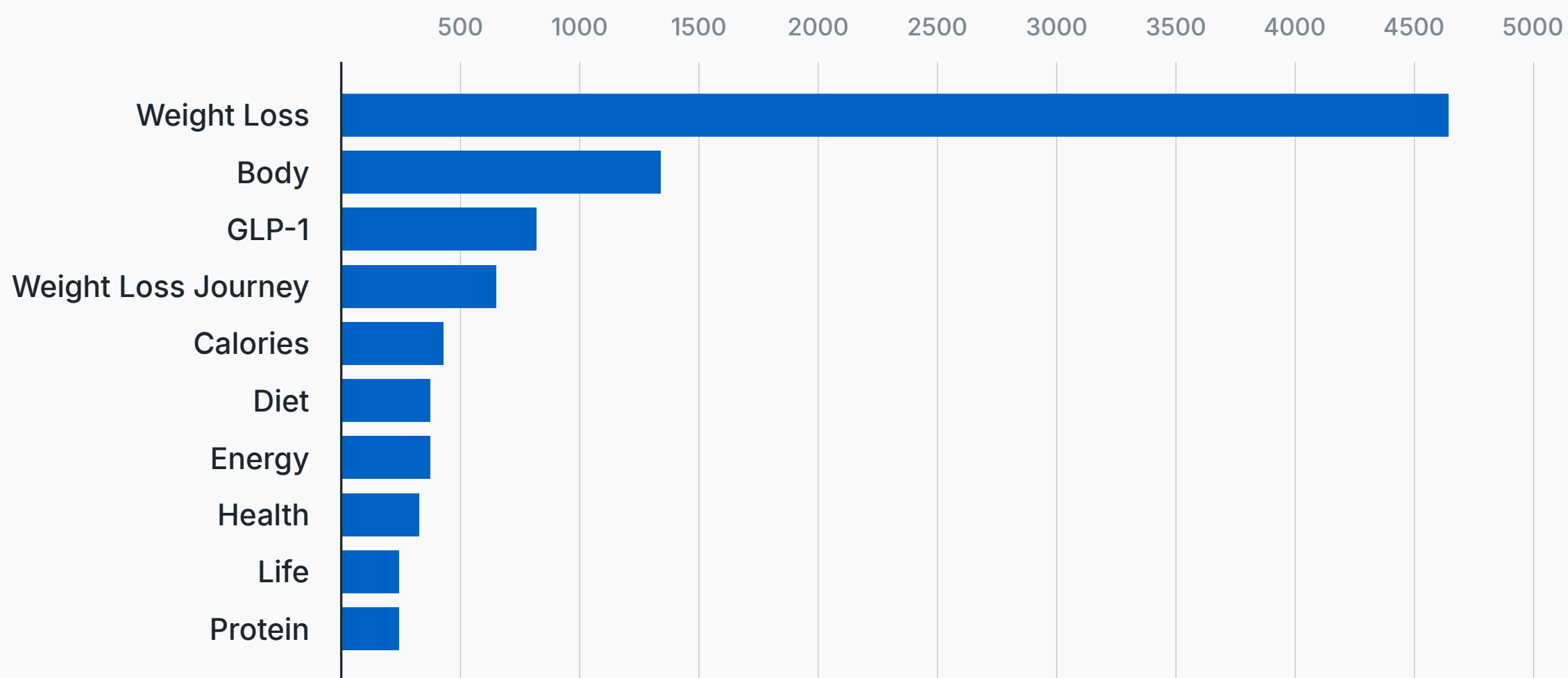


Foodie

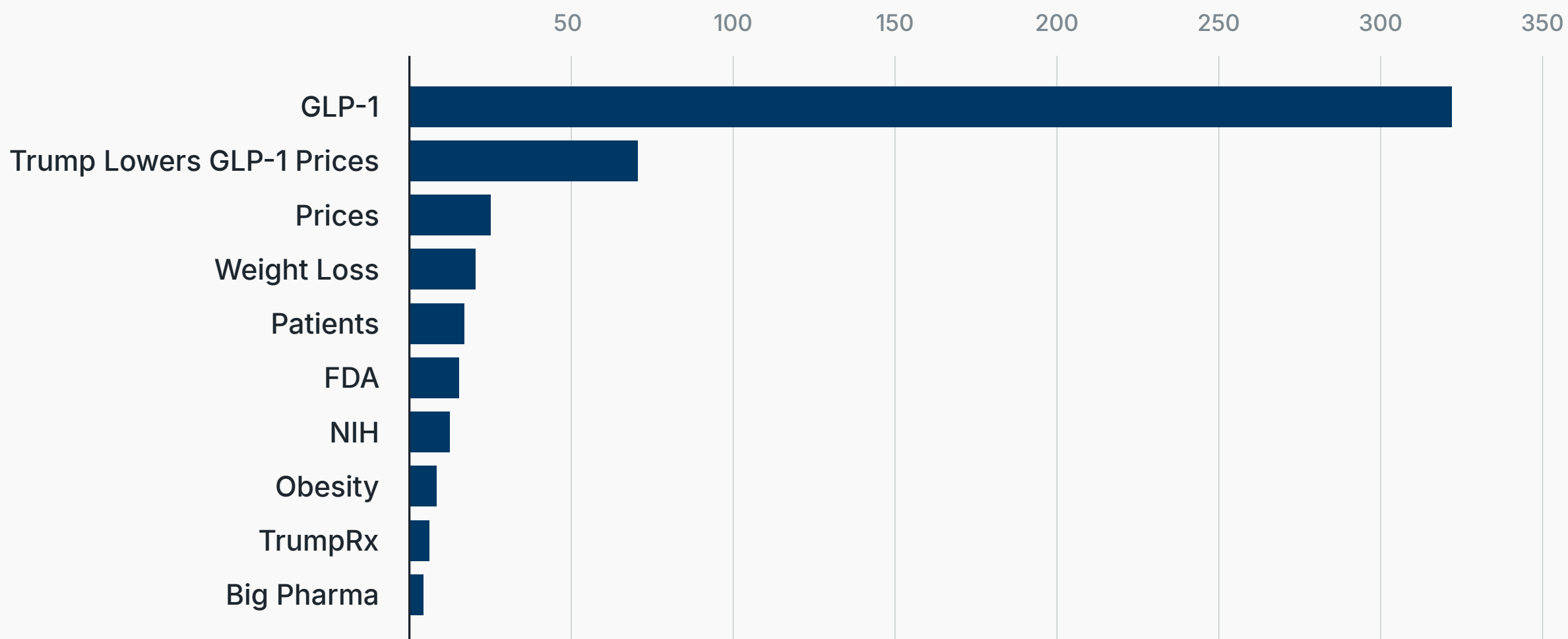


Top Weight Loss Key Words

GENERAL PUBLIC



BELTWAY INSIDERS



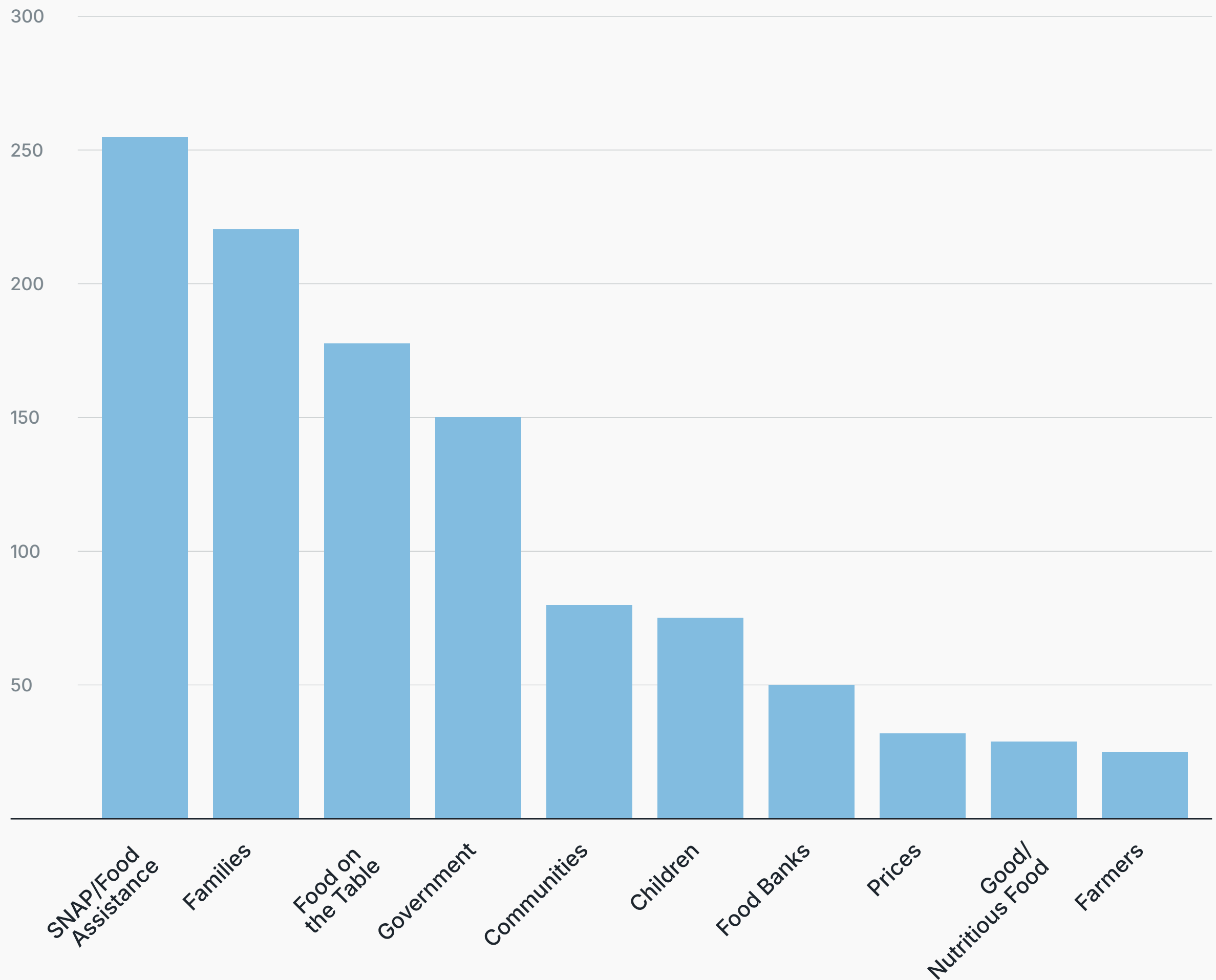
Health Care Influencer* Food Conversations Focused on Scarcity and Affordability

As MAHA influencers focused on “real food” (whole, nutrient-dense, minimally processed foods), other health care influencers talked about food through a policy lens.



Health care influencers talk safety nets and policy, with topics closely mirroring Beltway insiders.

TOP KEYWORDS IN FOOD CONVERSATION AMONG HEALTH CARE INFLUENCERS



Methodology

FTP Insights analyzed social media conversations about food and health among four key audiences: Beltway insiders (including Members of Congress), MAHA influencers (see note below), other health care voices, and the general public.

We investigated the people, topics, and trends that dominated the conversation in Washington, offering a sense of where the discourse is and where it's going—and when the conversation inside the Beltway is completely out of touch with the country as a whole.

*"MAHA influencers" include moms, wellness advocates, physicians, administration officials, and social media creators who amplify and support the Make America Healthy Again health agenda.

*"Health care influencers" include health care journalists, senior leaders at major nonprofits and health care companies, notable physicians, former administration officials, and other recognized leaders in the health policy space.





Make Beltway Social Work for You

Beltway Social follows over 20,000 X accounts belonging to Members of Congress and their staff, key executive branch personnel, NGO leaders, and other influencers and boldface names from around the Beltway.

We analyze the people, topics, and trends that are dominating the conversation in Washington. This index is a summary of those conversations, plus a comparison with the broader national conversation.

You'll get a sense of where Washington is and where it's going — and when the conversation inside the Beltway is completely out of touch with the country as a whole.

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