



# Challenges in Labeling All Natural Products

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# Natural

- *FDA has not established a formal definition for the term natural, however the agency has not objected to the use of the term on food labels provided it is used in a manner that is truthful and is not misleading and the product does not contain added color, artificial flavors or synthetic substances.*

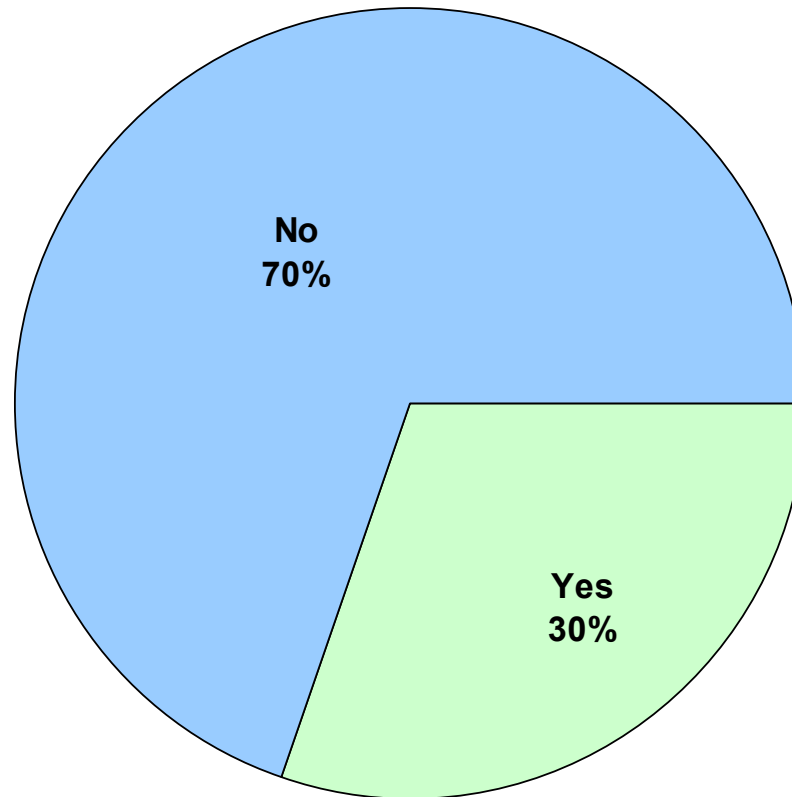




# Consumers Response

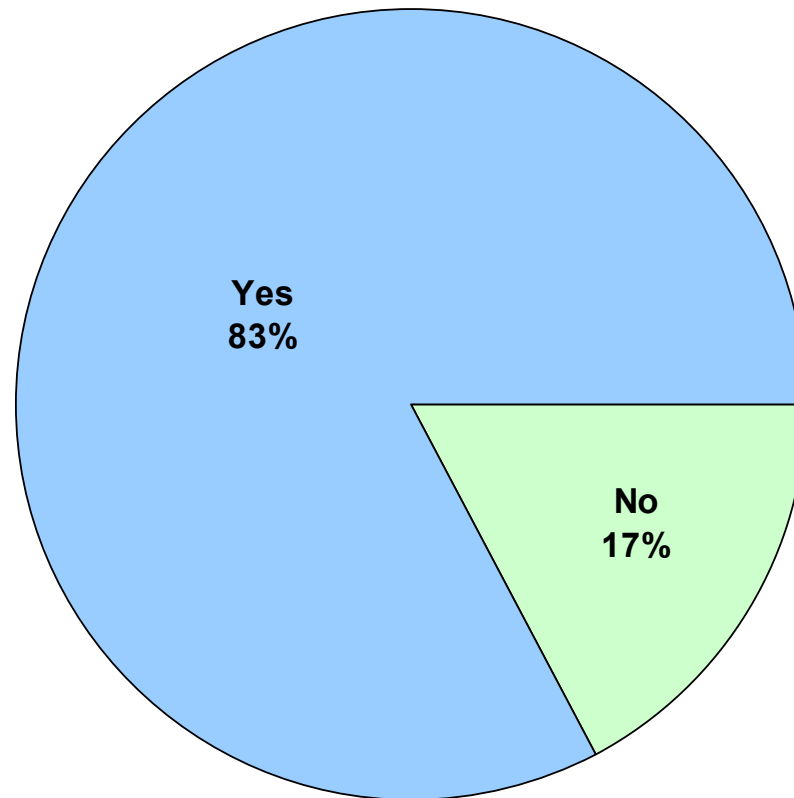
- 2/3 respondents said they believed 'low fat' and 'all natural' claims were never or only sometimes trustworthy
  - Nielsen survey
- 2/3 respondents want the FDA to develop a more precise definition
  - <1% believe the guidance is sufficiently clear
    - FoodNavigatorUSA

**Do you believe that the word “natural” is a meaningful designation for consumers when shopping for healthier options?**



*Seven in 10 RDs believe that ‘natural’ as a label offers consumers no meaningful value when shopping for healthier food options.*

## Do you believe that regular consumption of natural foods leads to better health?



*Despite a lack of consensus regarding the definition of natural, the RDs overwhelmingly see a causal relationship between regular consumption of natural foods and better health.*

# Where to go from here?

- Nutrition rating systems
- IOM
  - Front of the package labeling
  - Point system
- Educating consumers



What do you want to see  
on the package?

What do you want your  
shoppers to see on the  
package?