

‘Natural’ disappearing from food labels

By Mike Esterl, Wall Street Journal

Now you see them. Now you don't. Food products labeled as "natural" are starting to disappear.

A growing number of food and drink companies are quietly removing "all natural" claims from packages amid lawsuits challenging the "naturalness" of everything. Mike Esterl reports on the News Hub. Photo: Naked Juice.

"Natural" Goldfish crackers will soon be just Goldfish. "All Natural" Naked juice is going stark Naked. "All Natural" Puffins cereal is turning into plain old Puffins.

A growing number of food and drink companies including PepsiCo Inc. are quietly removing these claims from packages amid lawsuits challenging the "naturalness" of everything from potato chips to ice cream to granola bars.

Food labeled "natural" raked in more than \$40 billion in U.S. retail sales over the past 12 months. That is second only to food claiming to be low in fat, according to Nielsen. A survey last year by Mintel, another market research company, found 51% of Americans seek out "all natural" when food shopping.

The problem is, "natural" has no clear meaning.

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