

Debate continues about what is 'natural' in food

By Julie Creswell, New York Times

In recent years, one bright spot in an otherwise lackluster market for packaged foods, beverages and consumer products has been merchandise promoted as "natural."

Consumers, increasingly wary of products that are overly processed or full of manufactured chemicals, are paying premium prices for natural goods, from fruit juices and cereals to shampoos and baby wipes.

But as a spate of lawsuits and consumer advocacy efforts show, one person's "natural" is another person's methylisothiazolinone.

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