

## What Does “All Natural” Mean? New Panel to Create Purity Standards for Food to be Labeled “Natural.”

As the popular consumer trend toward eating natural food gains even more momentum, the question arises: What does the term “Natural Food” *really* mean? How do you know just how pure that food you’re eating really is?

Up to this point, the FDA and Congress have not passed a standardized measure of purity in order for food to be labeled as “Natural”. That’s about to change. The US Congress has asked the Natural Products Association to create a new Natural Foods Certification Program steering committee to create standards for the term “Natural”.

The panel is comprised of health-conscious leaders of top companies, dedicated to offering consumers nutritious, healthy eating options. A local Atlanta businessman, Keith Kantor, CEO of Service Foods – the South’s leading provider of all-natural foods, free of hormones, preservatives and chemicals – has been selected to participate on this committee.

As a member of this prestigious committee, headquartered in Washington, D.C., Kantor and others will be responsible for drafting the industry’s first natural certification program for label specifications and all-natural food criteria. The panel’s recommendations will be forwarded to Congress and the FDA for their review and eventual codification into law.

Kantor was selected to the steering committee for being an innovative visionary whose company was on the Inc. 5000 list two years in a row, which is a rare achievement. Additionally, Kantor has recently earned a Doctorate Degree in Nutritional Science from Corllins University, having defended his thesis on how nutrition affects Celiac Disease and diabetes.

“Being asked to be a member of this exclusive committee that will shape the way consumers view natural foods is a fantastic honor,” commented Kantor. “I’m proud to represent Service Foods and to be in such prestigious company of top business thinkers and leaders of our industry. Service Foods’ goal has always been to help those in our community eat better, and live healthier, longer lives.”

Founded in 1936, the Natural Products Association is the nation’s top certification entity in the U.S. on all things natural, and the largest non-profit organization dedicated to the natural products industry. The Natural Products Association represents more than 10,000 retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Representatives of the organization are often asked to testify in front of Congress on the subjects of nutrition and food safety.

Check back soon for a more in depth discussion of the Natural Products Association (NPA) standards\*\* and certification for Natural Foods. For a more complete analysis of meat and poultry labeling terms, see Appendix A.

*\*\* The NPA standard for all natural will be published in the spring of 2012.*

## **Appendix A: USDA (United States Dept. Of Agriculture) Meat and Poultry Labeling Terms**

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### **NATURAL:**

A product containing no artificial ingredient or added color and is only minimally processed (a process which does not fundamentally alter the raw product) may be labeled natural. The label must explain the use of the term natural (such as - no added colorings or artificial ingredients; minimally processed.)

### **NO HORMONES (Pork or Poultry):**

Hormones are not allowed in raising hogs or poultry. Therefore, the claim "no hormones added" cannot be used on the labels of pork or poultry unless it is followed by a statement that says "Federal regulations prohibit the use of hormones."

### **NO HORMONES (Beef):**

The term "no hormones administered" may be approved for use on the label of beef products if sufficient documentation is provided to the Agency by the producer showing no hormones have been used in raising the animals.

*Last Modified: August 24, 2006*

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