

Four trends driving food labeling changes

What changes, if any, are we in store for with food labels in the coming year? Let's take a look:

NATURAL: Despised by both the scientific community as well as the granolas, the term 'natural' is all but dead and out of vogue.

ORGANIC: Organic foods certainly aren't going away anytime soon. It is the fastest growing segment of the food industry. The food companies aren't going to argue with consumers willing to pay more for the same food.

COOL: Country Of Origin Labeling is, in many ways, an extension of the protectionism and xenophobia we observe with organic labeling.

GMO: As I've said before, the food industry listens to consumer demand, not science and reason. Right now, the Grocery Manufacturers Association is planning to lobby for a Federal program to establish voluntary GMO guidelines in an effort to get out in front of legislative efforts without taking a side and alienating consumers.

Read the full, original article: [Edible Intelligence: 4 ways labels may change in 2014](#)

Additional Resources:

- ["FDA rebuffs activist pressure to define 'natural' label,"](#) Jayson Lusk
- ["GMO labeling advocates gearing up for several state initiatives, national legislation in 2014,"](#) Mondaq
- ["Northeastern states important GMO labeling battleground in 2014,"](#) Politico