

Heinz latest target in false advertising lawsuits over 'all natural' claims and GMOs

Heinz has vowed to vigorously defend itself after becoming the latest food giant to be targeted in a false advertising lawsuit alleging it is misleading consumers by describing products made from GM crops as 'all-natural.'

Plaintiff Debbie Banafsheha alleged that Heinz Distilled White Vinegar – which is marketed and labeled as 'all natural' – is not in fact natural because it is made of genetically modified corn, in a complaint filed in California on March 17. While Heinz does not explicitly state that the corn used to make the vinegar is from genetically engineered crops, it is very likely that it is, alleges the complaint, given that more than 70 percent of the corn grown in the U.S. is GM.

Read the full, original article: [Heinz is latest target in new wave of false advertising lawsuits over 'all natural' claims and GMOs](#)