

Mark Bittman on labeling: It's counterproductive for us to provide nutritional information

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.**

I have been developing, testing, writing, and publishing recipes for more than 35 years, and it's safe to say that nothing I've ever done touches the challenges presented by my current situation at [Purple Carrot](#), my meal kit startup.

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. . . .But then there is the email, which is a constant reminder that our customers are well-educated, demanding, and quite specific. . . .We get loads of questions about whether our food is organic (it often is, but it's not a fetish; we're constantly evaluating and redefining our standards) and where it comes from . . .

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. . . we're simply a company trying to make it easier for more people to eat more plant-based food. The reasoning behind that is straightforward: the evidence is strong that if we eat [less junk](#) and [fewer animal products](#) we'll be healthier. . . .

This is why I'm arguing internally at my startup (and eventually I will have this conversation with our customers) that it's counterproductive for us to provide nutritional information with our meal kit deliveries because the food we ship comprises whole, real ingredients and our recipes combine them in ways that produce delicious meals. At the end of the day, you don't really need to know more. This isn't about withholding information; it's about making things simpler. Just as we're trying to take the "worry" out of shopping and planning and even out of cooking, we should be telling our customers "This food is good for you; if you want more information than that, you'll find it on our website."

**Read full, original post:** [You Can't Be All Things To All People](#)