

Video: 'Natural' label is meaningless

We want to buy what's best, but there are almost too many choices. Food companies know this. So they use a meaningless word to guide our choices: "natural."

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There's just one problem: The Food and Drug Administration doesn't define the word "natural," which means food companies can add artificial ingredients, preservatives, pesticides, and GMOs to their "natural" products. The same Consumer Reports survey found that the vast majority of shoppers had no idea this is the case.

Check out the video above to see how food companies profit from our misunderstanding.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [The "natural" label on your food is baloney](#)