

## Funny or Die website: 'All-Natural, Non-GMO 100% Gluten-Free Internet Video!'

If you've walked through the grocery store you've probably seen the marketing spin of food labels. "Non-GMO," "gluten free," "natural," "organic" and "vegan" are just a few of the buzz words found on food and beverages at the supermarket.

A new video on Funny Or Die is poking fun at the absurdity of deceptive food labeling. The video was launched on the popular comedy video website on May 9 through a partnership with Peel Back the Label.

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The Peel Back the Label campaign was launched last year by American dairy farmers through the National Milk Producers Federation (NMPF). The hope of the campaign is to expose deceptive advertising in the food marketing and help better inform consumers.

**Read full, original post:** [Comedy Video Pokes Fun at Misleading Non-GMO, Natural Food Labels](#)