

Viewpoint: Here's how to separate science from marketing hype on food labels

If your head starts spinning when trying to make healthy and budget-friendly food choices, you're not alone. Take a look around your local grocery store and you'll find a slew of confusing terms. Organic. Non-G.M.O. Low-sugar. Superfood.

What does it all mean, and how can a normal human shopper possibly make sense of any of it?

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Liz Vaknin of the food marketing company Our Name Is Farm said the way food is labeled — you guessed it — aims to get it off the shelf and into our shopping carts.

"The more value you ascribe to a term, the more you identify with it, the more you're willing to pay for it," she explained. "Some are useful, some are misleading, and a lot of them are not regulated enough to mean anything." Take "natural," for example, she said. The term has been thrown around so much, it [barely means anything at all](#).

"Superfood," according to Andy Bellatti, a registered dietitian and co-founder of [Dietitians for Professional Integrity](#), is almost equally meaningless. "As I like to say, all plant-based foods are 'superfoods' in the sense that they offer fiber, vitamins, minerals and phytonutrients," he said.

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"The most important thing is to buy what you and your family [are] realistically going to eat,"[said Alina Zolotareva, a registered dietitian and marketing manager of [AeroFarms](#).]

Read full, original article: [The Terms on a Food Label to Ignore, and the Ones to Watch For](#)