

## Following lawsuit by organic food group, Nature Valley bars will lose '100% natural' label

General Mills Inc.'s Nature Valley bars will no longer bear the "Made with 100% Natural Whole Grain Oats" label, after the company settled a lawsuit by consumer groups alleging the snack contained glyphosate—a pesticide better known as RoundUp.

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The alleged presence of the chemical made the label deceptive, the consumer groups argued in their complaint. RoundUp is big agriculture's most popular pesticide. The consumer groups alleged that laboratory testing had found traces of the chemical in Nature Valley bars. General Mills hasn't commented on that claim.

"In a perfect world, we'd like to see food companies stop using these chemicals," said Katherine Paul of the Organic Consumers Association, or OCA, one of the plaintiffs ....

*Editor's note: Please see GLP's [recent story](#) on glyphosate in breakfast foods for more information.*

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"Nature Valley is confident in the accuracy of its label," General Mills said in a statement about the settlement, in which it didn't admit or deny any wrongdoing .... Last summer, a federal judge in Minnesota dismissed a [similar] class-action lawsuit brought against General Mills .... The court [said] it wasn't plausible to interpret the statement to mean there were no traces of [glyphosate] in the bars.

**Read full, original article:** [Nature Valley Drops '100% Natural' Claim After Pesticide Suit](#)