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NEWS RELEASE

For Immediate Release
May 10, 2016

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NPA Submits Comments Asking FDA to Define ‘Natural’

“Natural should mean natural, which in our general view is no chemicals, no additives, and only should involve minimal processing,” said Dr. Fabricant.

WASHINGTON, D.C. – The Natural Products Association (NPA) today submitted comments to the Food and Drug Administration (FDA) regarding the use of the term ‘natural’ on food products. As the nation’s largest and oldest association dedicated solely to the natural products industry, NPA has been actively encouraging FDA to adopt strong national standards for use of the term ‘natural.’

“Natural should mean natural, which in our general view is no chemicals, no additives, and only should involve minimal processing,” said Dan Fabricant, Ph.D., CEO and Executive Director of NPA. “A national standard is the best, most cost-effective and least-confusing way to deliver on this commitment for American consumers. To have hundreds of different state and local requirements would be counterproductive and expensive. NPA welcomes this opportunity to submit comments to FDA and looks forward to reviewing the final guidance from the Agency when it becomes available.”

NPA is dedicated to providing consumers with accurate, credible and science-based information about what is or is not a natural product. Since 2008, the NPA Natural Seal has helped consumers cut through the clutter and easily identify truly natural personal care and home care products.

The U.S. Department of Agriculture currently sets standards for use of the term "natural" for meat and poultry. The agency also regulates use of the term "organic" under the Organic Foods Production Act. While FDA does not currently have a formal definition for the term natural, the agency has not objected to its use on food labels provided they are truthful and not misleading.

NPA’s comments can be viewed [here](#).

Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,400 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.NPAinfo.org. Follow NPA on social media:

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