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NEWS RELEASE

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NPA Requests Extension Period for Commenting on Use of “Natural” for Human Food Products

“Defining ‘natural’ for food is a major undertaking, and NPA feels that no harm will result from FDA extending the comment period due to the interest, significance, and complexities surrounding the topic.”

WASHINGTON, D.C. – The Natural Products Association (NPA) submitted a formal request to the Food and Drug Administration (FDA) for an extension of the comment period by 90 days regarding the Agency’s request for information and comments on the use of the term “natural” in the labeling of human food products.

“Given the importance of this issue to the industry we believe additional time is needed to allow sufficient stakeholder response,” said Dan Fabricant, Ph.D., Executive Director and CEO of NPA. “Defining ‘natural’ is a major undertaking, and NPA feels that no harm will result from FDA extending the comment period due to the interest, significance, and complexities surrounding the topic.”

“NPA strongly supports and welcomes this effort by the FDA to define what can be labelled natural, because millions of Americans are buying products they think might be natural but are really not,” said Fabricant. “NPA looks forward to working with our members and FDA to ensure the term ‘natural’ has real meaning.”

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 2,000 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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