

From: Royalwhitesheep@aol.com [mailto:Royalwhitesheep@aol.com]
Sent: Monday, January 22, 2007 2:35 PM
To: Post, Robert
Subject: Re: The word "Natural"

Thanks for your reply Dr. Post. I think I understand what your saying, the word "natural" is different in animals vs processed foods. In regulation terms.

I see the words organic, real, natural etc all the time in labeling in foods for consumer use.

Natural Spring water versus Spring Water as an example. All Spring water would be natural, it's how the water was manufactured, via spring, versus Osmosis, distilled etc.

I can see meat products via cloned animals as a major problem in regards to labeling in the future.

The manufacturing of animals would to me be the main claim in a labeling program using the word natural in beef, poultry, pork, lamb and fish, then the other products that did not originate from the said animal used in processing would need to address the claim as natural as well. In a finished consumer product the only additive or artificial additive that I would suggest doesn't need to be so called natural to market the product would be the preservative. I guess the confusing part to me is if you produce natural animals and then add artificial ingredients at the processing level we have what... an unnatural or natural product and the labeling reflecting what? We spend alot of money on developing meat for tenderness, marbling genetics to develop so called natural beef; if you add artificial ingredients to do that then its unnatural beef in my mind.

Another example is sugar and the word natural. What's natural sugar?

Natural stems from the word nature.

Many of the chemical substances used in foods today are meaningless to the consumer, as they words are chemistry oriented and not understandable to the majority of consumers.

I guess we could right a book maybe several books on what words really mean.

But I appreciate your time in looking at this.

Thanks again.

Bill Hoag