

Comment Info: =====

General Comment: Product marketing claims should be truthful and not mislead consumers. They should assist the public in making healthful food choices and integrating them into a well-balanced diet.

The American Dietetic Association (ADA), representing 65,000 food and nutrition professionals who serve the public by promoting good health through diet and physical activity, appreciates the opportunity to offer comments regarding Hormel Foods' petition to establish a definition for the voluntary claim "natural" and to delineate the conditions under which the claim can be used on labels of meat and poultry products. Together, the definition and conditions must be

- ? Factually based,
- ? Understandable to consumers,
- ? Harmonious with definitions of "natural" used by other agencies that oversee food and beverage claims and advertisements,
- ? Be suitable for today's food distribution systems, and
- ? Ensure and maintain food product safety.

Attached to these general comments is a letter with our complete comments and a copy of ADA's principles for labeling which form the framework and context for our comments (Appendix A).