

Natural Means Organic: A One-Pager for Truth-in-Labeling Reform

Summary: The term “**natural**” is currently unregulated in most jurisdictions, allowing synthetic and genetically modified (GMO) ingredients to be labeled in ways that mislead consumers. This proposal asserts that “natural” should be a protected designation reserved exclusively for products that are **100% organic**, with no synthetic additives, artificial processing, or GMO contamination.

The Problem

- The opposite of **organic** is **synthetic**, not “conventional.”
- “Natural” is used on products with petrochemical preservatives, hormone disruptors, and GMO ingredients.
- This deception undermines both public trust and certified organic producers.

Policy Proposal

- Legally define “**natural**” as **synonymous with certified organic**.
- Prohibit use of “natural” on products containing synthetic additives or GMOs.
- Establish cross-border harmonization via Codex Alimentarius and the UN SDGs.

Why It Matters

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| • Consumer Protection: Prevents green-washing and false health claims. | • Climate Action: Supports soil health and carbon sequestration. |
| • Public Health: Reduces exposure to endocrine disruptors and toxic residues. | • Trade Integrity: Aligns food labeling with sustainability ethics. |

Call to Action

We call on regulatory bodies (USDA, CFIA, EFSA) and international agencies (UN, FAO, WHO) to:

1. Define “natural” as 100% organic.
2. Harmonize labeling laws under the Universal Declaration of Organic Rights.

3. Enforce truth-in-labeling through third-party oversight.

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"Natural Means Organic. Anything Less Is Fraud."