

New Trade Group Tackles Food Labels



Organic or natural? Most consumers don't really know, even if the label says it. The **Organic and Natural Health Association** recently launched to create more **transparency** in how organic and natural products are produced. The organization will have a **robust research arm** that will test products and certify those that meet certain qualifications. Founder **Karen Howard** says the association will be different because its members will include consumers.



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