

8 DECEMBER 2006

What is 'Natural?'

The Food Safety and Inspection Service (FSIS) announced receipt of a petition from Hormel Foods to establish a definition for the voluntary claim 'natural' and to delineate the conditions under which the claim can be used on the labels of meat and poultry products. The petition explained that consumer interest and concern in natural products are rising. Meat and poultry food manufacturers are seeking to establish marketing presence in this growing area of labeling.

FSIS is inviting comments on the issue in general and on the petition as well as announcing that it will hold a public meeting to discuss the petition.

The public meeting will be held on Tuesday, Dec. 12, 2006, from 9 a.m. to 1 p.m. in the south agricultural building in Washington, D.C.

Comments received on or before Jan. 11, 2007, will be considered.

Complete details can be found in the Federal Register at

<http://a257.g.akamaitech.net/7/257/2422/01jan20061800/edocket.access.gpo.gov/2006/06-9546.htm>