

Ravioli Trees and Tortellini Bushes: What is Considered a “Natural” Food?

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A new article published by the *Food and Drug Policy Forum* "[Ravioli Trees and Tortellini Bushes: What Should Courts Expect from the Reasonable Consumer When it Comes to "Natural" Claims?](#)" discusses how in recent years there have been many consumer class action cases alleging that advertisers are deceptively labeling their products as natural when the products include ingredients that are synthesized or genetically modified. Both the FDA and FTC have acknowledged that "natural" has a different meaning when used in regards to mass manufactured goods. This article argues that in one case, *Pelayo v. Nestlé USA, Inc.*, the court made the right decision and that other courts should do the same; rejecting legal claims of false advertising claims when the consumers have no objective understanding of what natural means in the context of these products.