

# POOJA NAIR QUOTED IN THE NEW YORK TIMES ON 'MISLEADING' FOOD LABELS

09.07.2021

*The New York Times*

Pooja S. Nair, Chair of ECJ's Food, Beverage and Hospitality Department, was quoted in the September 7, 2021 New York Times article, "Lawsuits Over 'Misleading' Food Labels Surge as Groups Cite Lax U.S. Oversight," discussing lawsuits over 'misleading' food packaging labels and advertising claims. Lawsuits against such food giants as Cargill, Sargento and Tyson claim the misleading labels seek to profit off consumers for their interest in sustainable and environmentally friendly agricultural and farming practices, in addition to consumer's growing interest to eat clean.

Pooja points out that "the landscape for businesses has become increasingly hostile," and that "it's forcing companies to be more creative, and careful, in how they advertise their products." Vanilla flavored products became the focus of dozens of "cut-and-paste" lawsuits filed in the last year, many of which were dismissed due to meritless complaints.

The article continues to discuss more lawsuits and the possibility for more oversight with a newly introduced bill in congress along with, increased legal activism and public pressure on federal regulators.

Access the full article here (*subscription required*).

## PROFESSIONALS

Pooja S. Nair

## PRACTICE AREAS

Food, Beverage and Hospitality