

Food+ Research Symposium
February 27, 2015
Faculty Abstract

[Jacob E. Gersen](#)

Professor of Law & Affiliated Professor of Government, HLS; Director, the Food Law Lab at Petrie-Flom

EMAIL: [jgersen\[at\]law.harvard.edu](mailto:jgersen[at]law.harvard.edu)

On Food Law & Food Beliefs.

ABSTRACT: What is food law and how does the law drive the food that is produced, sold, and consumed? In a case involving two producers of pomegranate blueberry juice, the Supreme Court recently held that competitors may sue food companies for labels that are fraudulent or misleading to consumers. In *Preference and Perception in the Law of Food*, we report on preliminary survey results about how consumer perceptions of food are affected by food labels. The results suggest that most survey respondents were not confused by the allegedly confusing labels at issue in *POM Wonderful v. Coca-Cola*, and that the dominant driver of purchasing decisions is not perceived quality, nutrition, or juice content, but simply perceived price.