

PRIME LABEL CONSULTANTS, INC.

22nd Annual
FEDERAL FOOD
REGULATORY CONFERENCE

Key Presentations

USDA/FSIS Regulatory & Labeling Update
Translation of Dietary Guidance to Food Marketing and Labeling
It's Not Easy Being Green - Environmentally Friendly Marketing Claims
Navigating the Changes to CN Labeling
Natural from an Industry Perspective - Panel

Optional Seminars

USDA Labeling Basics
Child Nutrition Labeling
Labeling for Executives
USDA/FDA Nutrition Labeling
EZ Form® Nutrition & Label Compliance Software

April 25-28, 2010
Embassy Suites Hotel
Washington, DC

DEAR COLLEAGUE:

This year's Federal Food Regulatory Conference brings together top USDA government, industry and legal experts to address and explore the latest hot-button standards and labeling issues.

Don't miss this opportunity to test the regulatory waters. Be prepared for the changes you'll face in the coming year, improve existing food safety and labeling systems and ask those pressing questions only a USDA government official can answer.

Prime Label Consultants' annual Federal Food Regulatory Conference is designed to keep you current in the ever-changing world of USDA food regulations. Once again, we're offering our time-tested blend of general sessions and hands-on breakout sessions. And, as always, we're going after the issues that either affect you now, or will soon.

We're offering our popular pre- and post-conference training options. On Sunday, April 25th, spend a day of intensive training in USDA labeling basics at the beginner level, in Child Nutrition labeling, or in Labeling for Executives. After the two day main conference, choose a day of intensive training in nutrition labeling for FDA- and USDA-regulated food products or a day of intensive training in the EZ Form[®] Nutrition Labeling Software.

Broaden your professional knowledge and discover what the USDA has in store for you and your company. Join us to learn, network and strengthen professional relationships with your peers and trading partners.

The Embassy Suites Hotel is centrally located downtown near Dupont Circle and Georgetown. Space is limited, so reserve yours now. Questions? Visit www.primelabel.com/conference.html or call Susan Glenn at (202) 546-3333.

Sincerely,

Elizabeth Bechtold & Susan Glenn
CEO Conference Coordinator

22ND ANNUAL FEDERAL FOOD REGULATORY CONFERENCE MONDAY, APRIL 26 & TUESDAY, APRIL 27

Two days of general sessions and breakout sessions, with a special welcoming party/pre-registration happy hour on the evening of April 25th from 5:30-7:30 pm.

General sessions include:*

- USDA/FSIS Regulatory and Labeling Update (with Question & Answer session)
- It's Not Easy Being Green - Environmentally Friendly Claims on Foods
- Navigating the Changes to CN Labeling
- Natural from an Industry Perspective - Panel

Breakout topics—see registration form

**Topics subject to change without notice. Go to www.primelabel.com/conference.html for updates.*

USDA LABELING BASICS, SUNDAY, APRIL 25 (optional)

Make the most of the main conference! Tune up your labeling skills, learn labeling fundamentals and get expert answers to your specific questions. This seminar covers Generic Approvals, Required Label Features, Product Name Qualifiers, Product Names—Standardized, Fanciful and Descriptive, Restricted Ingredients — Calculating Levels to Assure Compliance, Completing Form 7234 to Assure Rapid Approvals and Successful Audits, and much more! Bring your labeling questions and leave with the know-how you need to face labeling challenges on the job. *Seminar includes the 250 page Basic Course in Standards and Labeling Requirements manual. Registration fees for those who do not attend the Main Conference include \$150 for the manual.*

CHILD NUTRITION LABELING, SUNDAY, APRIL 25 (optional)

USDA has now implemented two major changes to the CN label program in the last year: (1) New QC plans must be approved and monitored by the Agriculture Marketing Service (AMS) and (2) CN label review is now being conducted by AMS. This full day workshop will benefit companies experienced in CN labeling, as well as help newcomers to the program. The workshop will include how to calculate the meat, vegetable and bread credit, including updates on unpublished changes in policy. You will learn how to streamline your CN label approvals, including how to obtain a CN number, what is required on the CN label and 7234 form, and what documentation is needed for certain purchased ingredients. You will also learn what is required in the new quality control program for your CN products, the new monitoring requirements and how to catch or make revisions if needed. The workshop will include a brainstorming session on how AMS can smoothly enforce the first expiration of CN Labels in 2012.

LABELING FOR EXECUTIVES, SUNDAY, APRIL 25 (optional)

"TAKE THE NEXT STEP" in Marketing products through Nutrition, Claims and Labeling. This seminar is for Marketing/Regulatory/Research and Development personnel who wish to take the next step in using current & new regulations to obtain a competitive advantage through labeling. Focus will be on claims (i.e. Natural/ Organic/Carbs etc.). Participants should have a basic understanding of labeling and nutrition concepts.

USDA/FDA NUTRITION LABELING, WEDNESDAY, APRIL 28 (optional)

This is a terrific opportunity to gain an insider's understanding of nutrition labeling for food products under federal regulation. We'll take a step-by-step approach that includes determining the need for nutrition labeling and selecting the correct labeling program (mandatory vs. voluntary), acceptable methods of nutritional analysis, determination of serving size and servings per container, selection and proper declaration of mandatory and optional nutrients, Nutrition Facts panel formatting, approval requirements and other key processes. The result: nutrition labeling that meets federal requirements, helps consumers and puts your product in the best light. Keyed to PLC's newest publication, *A Course in Nutrition Labeling (Third Edition)*, provided free when you register. This comprehensive manual not only reinforces the Nutrition Labeling Seminar, it serves as an invaluable, on-the-job reference tool. Written in language that's easy to understand, the *Course in Nutrition Labeling* covers every aspect of nutrition labeling.

EZ FORM® DAY, WEDNESDAY, APRIL 28 (optional)

Take this opportunity to immerse yourself in EZ Form® Nutrition and Label Compliance Software. Learn how to produce comprehensive label approval applications, label sketches and nutrition labeling in record time and with amazing accuracy. Instruction is provided by the people who know EZ Form best: PLC's own programmers and food technologists. Our hands-on learning laboratory allows the beginner to quickly become versed in all the EZ Form basics, and enables the experienced user to become familiar with many of EZ Form's advanced features. So, no matter your experience level, you'll learn how to make better use of this vital tool!