

# PRIME LABEL CONSULTANTS, INC.

## **24th Annual** FEDERAL FOOD REGULATORY CONFERENCE

### **Key Presentations**

USDA/FSIS Regulatory & Labeling Update  
Considerations for FOP Systems Based on Dietary Guidelines  
Sugar & Fat Tax – How to Prepare for Possible Future Taxation  
Chinese Exporting & Importing  
CN Roundtables – Updates to CN Regulations

### **Optional Seminars**

USDA Labeling Basics  
Child Nutrition Labeling  
Labeling Hot Buttons for Marketing  
USDA/FDA Nutrition Labeling  
Dealing with Marketing/Sales Conflicts  
EZ Form<sup>®</sup> Nutrition & Label Compliance Software

**April 29-May 2, 2012**  
**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 29, spend a day of intensive training in USDA labeling basics at the beginner level, in Child Nutrition labeling, or in Labeling Hot Buttons for Marketing. After the two day Main Conference, choose a day of intensive training in nutrition labeling for FDA- and USDA-regulated food products, in Dealing with Marketing/Sales Conflicts, or in the EZ Form® Nutrition & Label Compliance 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](http://www.primelabel.com/conference.html) or call Susan Glenn at (202) 546-3333.

Sincerely,

Elizabeth Bechtold & Susan Glenn  
CEO Conference Coordinator

## 24TH ANNUAL FEDERAL FOOD REGULATORY CONFERENCE MONDAY, APRIL 30 & TUESDAY, MAY 1

Two days of general sessions and breakout sessions, with a special welcoming party/pre-registration happy hour on the evening of April 29, from 5:30-7:30 p.m.

General sessions include:\*

- USDA/FSIS Regulatory and Labeling Update (with Question & Answer session)
- Front of Package Labeling Update
- Sugar & Fat Tax – How to Prepare for Future Taxation
- Chinese Exporting & Importing

Breakout topics—see registration form

*\*Topics subject to change without notice. Go to [www.primelabel.com/conference.html](http://www.primelabel.com/conference.html) for updates.*

## USDA LABELING BASICS, SUNDAY, APRIL 29 (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. *This seminar uses the 230 page "Basic Course in Standards and Labeling Requirements" manual. This manual (a \$300 value) is provided free to Main Conference registrants and is included in the seminar registration fee for those who do not attend the Main Conference.*

## CHILD NUTRITION LABELING, SUNDAY, APRIL 29 (optional)

The USDA has changed the CN label program to increase program integrity. This full-day workshop will help your company adapt to those changes. It will also include how to calculate meat, vegetable, and bread credits, 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 quality control program for your CN products, the new monitoring requirements and the new role of AMS in quality control program reviews and fee-for-service label reviews.

## LABELING HOT BUTTONS FOR MARKETING, SUNDAY, APRIL 29 (optional)

Tired of having your great marketing ideas crushed by the Regulatory hammer? This workshop will familiarize you with the food labeling-regulation hot buttons for USDA/FDA products, empowering you to create marketing gold built upon a solid regulatory foundation. You'll learn clever, time-saving techniques to drastically shorten the product development cycle. By increasing your knowledge of the regulatory issues, you'll avoid conflicts with Food Regulatory and Legal departments, and build a better working relationship with these key decision makers.

## USDA/FDA NUTRITION LABELING, WEDNESDAY, MAY 2 (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.

## DEALING WITH MARKETING/SALES CONFLICTS, WEDNESDAY, MAY 2 (optional)

Have you ever been frustrated when a product name has already been approved by the customer through your marketing or sales departments, and you have to inform marketing/sales that the name cannot be used with the formulation that was approved by the customer? Well then, this class is for you. Learn creative ways to work with marketing and sales while still being able to be in compliance with your labeling. Also learn techniques to work with R&D and be included in the new product process before everything is approved by your customer.

## EZ FORM® DAY, WEDNESDAY, MAY 2 (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!