

# WELCOME

# to the 37th Annual Food Label Conference!

Dear Conference Attendees,

There has never been a more critical time to connect with government regulators, industry experts and top food attorneys to get a handle on the tectonic changes in food labeling.

From the new Administration's Make America Healthy Again agenda and petroleum-based dye ban, to the prior Administration's late-breaking policies on Allergens, "Healthy" and Front-of-Pack, to the States' regulation of ingredients and alternative proteins, there has never been a time of greater flux.

At the same time, inflation in grocery prices, new tariffs, and snowballing lawsuits have created a climate of instability and uncertainty throughout the food industry.

As a result, this year's program has three main emphases:

- Insight into the changing rules & food labeling priorities of the new **Administration**
- Impact of State & legal actions on label compliance
- Conversations with experts and peers about how to coordinate and respond all across the supply chain to these huge developments

Whether we hear from FDA, FTC and USDA representatives about what's to come, from legal experts on risk mitigation vis-a-vis leading-edge claims, or from Private Label brand owners about the most efficient way to interface with the supply chain, our goal is for you to gain insights that you can take home with you and put into practice.

Prime Label Consultants has been integral to helping thousands of clients navigate food labeling complexity - through training, consulting, and technology solutions. This Conference is meant to share this wisdom and this access to regulators and experts with you.

We are proud to host the Food Label Conference every year for the past 37 years, and are thrilled you are here to join us at our signature event!

# THANK YOU!

The success of this Conference is attributed to our:

- Speakers, who come year after year to share their knowledge, experience & advice.
- Attendees, who make this a valuable forum to network and share best practices.
- Staff, who are committed to putting on an event that is relevant, engaging & fun!

With much gratitude and appreciation, we thank you for joining us!



Founder



Elizabeth Bechtold Christina Bechtold



Jesse Zuehlke President



Melody Tilford VP Client Engagement



Caitlin Diederich **VP Regulatory** 



Events Coordinator

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# SCHEDULE AT A GLANCE

# ADD-ON TRAINING | SUNDAY, JUNE 1

8:00AM-9:00AM Seminar Registration 9:00AM-4:00PM Canadian Labeling

9:00AM-4:00PM USDA Labeling Basics 4:30PM-6:00PM Main Conference Registration

9:00AM-4:00PM FDA Labeling Basics 5:15PM-9:00PM Bus Tour of Washington DC

# MAIN CONFERENCE DAY 1 | MONDAY, JUNE 2

7:30AM-8:30AM Main Conference Registration 12:15PM-1:15PM Networking Lunch

8:30AM-8:45AM Introductions & Welcome 1:30PM-2:15PM Breakout Session 1

8:45AM-9:45AM Impact of the Trump 2:30PM-3:15PM Breakout Session 2

> Administration on Food Policy 3:30PM-4:15PM Breakout Session 3

Update 4:30PM-6:30PM Cocktail Networking

Reception 10:45AM-11:30AM Advertising, Claims, and

Social Media Trends 6:15PM-9:00PM Blue's Alley Jazz Dinner

MAIN CONFERENCE DAY 2 | TUESDAY, JUNE 3

7:30AM-8:30AM Walmart Private Label 11:30AM-12:15PM Breakout Session 4

> **Supplier Meeting** 12:15PM-1:15PM Lunch

8:00AM-8:30AM Main Conference Registration 1:30PM-2:15PM Breakout Session 5

8:30AM-9:15AM Law Talk: Perspectives on the 2:30PM-3:15PM Breakout Session 6

**Next Year** 

Ahold Delhaize USA Private 9:15AM-10:00AM Packaging Technology, Food Label Supplier Meeting Safety and Compliance

10:15AM-11:15AM USDA Labeling Policy Update

9:45AM-10:30AM FDA Food Labeling Policy

11:30AM-12:15PM Panel: State Labeling Actions

ADD-ON TRAINING | WEDNESDAY, JUNE 4

8:00AM-11:00AM USDA Generic Labeling 8:00AM-3:00PM Labeling & Marketing Claims

8:00AM-11:00AM Mexican Labeling 8:00AM-3:00PM Nutrition Labeling

8:00AM-3:00PM School Lunch (CN) Labeling

# **CONTINUING CONFERENCE**

Keeping the best of our recent conferences, we will have four unique 'Continuing Conference' sessions to keep you updated on the latest throughout the year.

September 2025, November 2025, January 2026, March 2026.

# **EVENT LOGISTICS**



# Registration

PLC Staff will be available during Registration and Main Conference hours to answer questions.



# **Cocktail Reception**

Network with other conference attendees and speakers during a complimentary cocktail reception.



## **Breakfast**

Breakfast starts an hour before sessions begin.



## Lunch

A buffet lunch will be served every day you are registered.



## **PLC Services**

Visit the Prime Label Services Table to speak with a Regulatory Consultant or to inquire about PLC Consulting Services.



# **Evening Events**

Check out the networking schedule on the next page to make the most of your time in DC!

# **Prime Label Consultants** Your Trusted Partner for Regulatory Support

# What?

- Label Compliance Reviews
- · Regulatory Consulting
- USDA Submissions
- Training Programs
- NFP & Ingredient Statement Creation



# Why Us?

- Broad Industry & Regulatory Experience
- Risk Mitigation
- Government Relationships
- Workforce Supplementation
- Over 50 Years in Business

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# NETWORKING

# SUNDAY, JUNE 1

# **Bus Tour of Washington DC**

5:30-9:00pm | Meet at Registration @ 5:15pm

Ticket Purchase Required - Inquire at Registration

Witness Washington's magnificent monuments and federal buildings at the most dramatic time of day. We'll enjoy the commentary and insights of an experienced guide while riding aboard a luxury motorcoach. A boxed snack and full complement of beverages is included. Step off the coach and visit the memorials by night as well as the Kennedy Center. Tickets are limited.

# MONDAY, JUNE 2

# **Networking Lunch**

12:30-1:15pm

Continue discussion from the Roundtable Workshop over lunch. Share your perspective, best practices, and discuss questions on trending topics and critical themes in the food industry today. Each table will informally establish a facilitator and have the opportunity to walk through several topics and associated discussion questions. Discuss as many or few as you like!

# Cocktail Networking Reception & Trivia Game

4:30-6:30pm

Network with PLC and other conference attendees during a complimentary cocktail reception sponsored by Prime Label Consultants, your host at the Food Label Conference. Join up into small groups and test your knowledge of food trends and pop culture during our "All Things Food" trivia game.

# **Blues Alley Jazz Club**

6:15-9:00pm | Ticket Purchase Required - Inquire at Registration

Experience "the nation's finest jazz and supper club", according to the New York Times. Monday evening you will travel to Georgetown to dine on authentic Creole cuisine, steak and seafood dishes in an atmosphere reminiscent of the jazz clubs of the 1920's and 30's. Blues Alley is the nation's oldest continuing jazz supper club, having showcased internationally renowned artists such as Dizzy Gillespie and Eva Cassidy in a small intimate setting. Afterwards, stroll through historic Georgetown. Food not included in price.

# **GENERAL SESSIONS**

# MONDAY, JUNE 2

## Impact of the Trump Administration on Food Policy

Helena Bottemiller Evich, Food Fix

Explore the key changes in food policy under the Trump administration's Make America Healthy Again initiative, including regulatory rollbacks, labeling updates, and shifts in nutrition policy. Understand the effects new administration appointees are having on the regulatory agenda and compliance enforcement. This session will examine the lasting impacts on industry standards, consumer transparency, and the Make America Healthy Again agenda.

## FDA Food Labeling Policy Update

Laura Carroll, Human Foods Program, FDA

A key update on the FDA's Human Foods Program as part of the federal government's effort to Make America Healthy Again. This session will cover the updated "healthy" claim, front-of-pack labeling, allergen and food additive updates, and other nutrition initiatives the FDA has in the works.

## Advertising, Claims, and Social Media Trends

Elizabeth Sanger, Federal Trade Commission

Join Liz Sanger with the Federal Trade Commission for an in-depth session on current enforcement priorities, key policy guidance, and updates on environmental related marketing. Learn how FTC rules impact product claims, packaging, and advertising in this evolving regulatory landscape to ensure compliance with standards for truthful and transparent marketing claims.

# Panel: State Labeling Actions & Impacts

This panel will explore the growing landscape of state-specific food labeling laws and their impact on compliance, supply chains, and consumer transparency. Experts will discuss strategies for navigating varying requirements and potential pathways toward greater consistency in food labeling regulations.

**2025**Food Label
Seminars

Taking Place Virtually Oct. 22-24, 2025

SAVE THE DATE

**2026**Food Label
Conference

May 31 -June 3, 2026

# CONTINUING CONFERENCE

September & November 2025 January & March 2026





# TUESDAY, JUNE 3

## Law Talk: Perspectives on the Next Year

Robert Hibbert, Wiley Rein LLP

Tony Pavel, Keller and Heckman LLP

Two leading DC legal minds share their perspective on expected regulatory changes, emerging trends and risks, food standard controversies, and marketplace trends and technologies.

## Packaging Technology, Food Safety and Compliance

Dr. Claire Sand, Packaging Technology and Research LLC

Examine the latest advancements in packaging technology and their role in enhancing food safety and regulatory compliance. Hear expert discussion into innovations in materials, labeling integration, and traceability solutions to meet evolving industry and consumer demands.

## **USDA Labeling Policy Updates**

Labeling and Program Delivery Staff, FSIS

A key update from the Labeling and Program Delivery Staff (LPDS) on recent policy changes, critical insights, and what to expect in the year ahead. Dialog with the labeling regulators for guidance on your most challenging labeling issues.

## **General Sessions Moderator**

Jesse Zuehlke, PhD, President, Prime Label Consultants

# PRIVATE LABEL SUPPLIER MEETINGS



# Walmart

7:30am-8:30am Tuesday, June 3 - Breakfast



# **Ahold Delhaize USA**

2:30pm-3:15pm Tuesday, June 3 - Breakout 6

Attendance limited to current private brand suppliers, for more information please inquire at Registration.

# BREAKOUT SESSIONS



#### Ahold Delhaize USA Private Brands Supplier Meeting

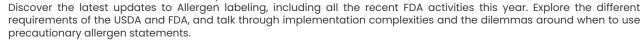
Emily Jolliffe, Ahold Delhaize USA

Come meet the ADUSA Private Brands regulatory team and get updated on what is new with our brands and processes. Learn about our regulatory expectations and best practices, as well as insights into our labeling process and key contacts for a smooth rollout. There will be dedicated time for questions, answers, and feedback. (For ADUSA current suppliers only).



#### Allergen Labeling Update

Steven M. Gendel, Gendel Food Safety LLC





### Bioengineered Labeling (NBFDS) Update

Alexandria Fischer, Food Disclosure and Labeling Division, USDA AMS

With mandatory bioengineered disclosure now in place, industry has begun to standardize best practices for labeling. This session will cover any updates and nuances to the specifics of the new rule, the options for disclosing BE status and plans for USDA enforcement.



## California Compliance & Labeling Strategies

Jennifer Gross & Kyla Kaplan, OFW Law

This session will provide timely, valuable insights and practical advice for staying compliant and achieving business goals in the evolving landscape of California food law. While not an all-encompassing list, this presentation will discuss additive bans, date labeling provisions, state Executive Orders, trends in Proposition 65 litigation of particular interest to the food industry, and baby food testing disclosure requirements.



#### Canadian Labeling: Update & FOP Compliance

Michelle Anstey, NSF International

Understand new Canadian nutrition and ingredient labeling regulations and learn how they differ from labeling in the US, including the Front-of-Package symbol, Nutrition Facts Table and ingredient list formats, and allergen declarations. Discuss the subtleties of formulating products for Canada and some of the special issues that apply. Understand what resources are available to you to ensure your Canadian labels are compliant.



#### Cannabis in Food: Regulatory Update

Jonathan Havens, Saul Ewing LLP

Find out why cannabinoid infused products could hold both promise and peril, what we know about the science behind the hype, and what remains to be seen. Learn about the confusing legal and regulatory framework surrounding hempderived products, when and how the federal landscape in this area might change, and the rules of the road about adding cannabinoids to food products.



## Championing Compliance in your Organization

Sheila Dy Juanco, Upside Foods

Uncover strategies for championing compliance through authentic relationships with business leaders in your company, with a strong focus on regulatory, and quality compliance. Learn how to navigate governance complexities and drive a strong, strategic compliance culture for lasting organizational success.



### Child Nutrition (School Lunch) Labeling Overview

Patricia Phillips, Phillips Resources

Join a leading expert in Child Nutrition labeling for an overview of program crediting and the application process. Explore how CN labeling works and discuss current trends and what's on the horizon. Learn about the Agricultural Marketing Service (AMS) quality control program and the CN label application process. Find out where to obtain information and discuss some frequently asked questions.



### Date Labeling

Elizabeth Stoll, Walmart

Find out the latest developments in food code dating with the recent USDA and California date labeling announcements.



#### Flavor Labeling Trends

Lisa Cummins, McCormick Flavor Solutions | McCormick FONA



Flavor labeling tops the charts as one of the most common complicated aspects of product labeling. This session will cover flavor descriptors and the laws governing labeling and specific situations including food allergens, flavoring agents, ingredient classifications, flavor categories, organic, kosher and halal.



### Food Service Labeling

Debbie Nece, Cargill Protein

Products manufactured for Food Service - hotels, restaurants, and institutions - are not always subject to the same requirements as retail packaged labeling. Labeling for other not-for-retail items can also be a challenge due to limited regulatory information. With a scarcity of agency guidance, this session will review some regulatory requirements, but focus on industry expectations and best practices for HRI, not-for-retail, and other retail distribution channels.













## FTC Advertising & Claims Workshop

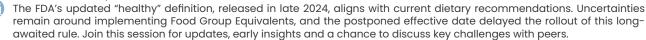




Stay ahead of the curve with this informative workshop presented by the FTC, offering the latest updates on regulatory changes impacting businesses and consumers. Gain valuable insights into compliance requirements and enforcement trends to ensure your organization is prepared for the evolving regulatory landscape.

# Healthy Claim

### Caitlin Diederich, Prime Label Consultants



# Ingredients in the Hot Seat: A Dialogue with CSPI

Sarah Sorscher, Center for Science in the Public Interest (CSPI)

Come discuss ingredients and labeling with the Center for Science in the Public Interest (CSPI), a leading consumer advocacy non-profit who petitioned FDA to revoke authorization for FD&C Red No. 3 and is working to eliminate other controversial chemicals from the food system. CSPI will present on the concerns of consumers, the scientific community & the administration, and engage in discussion with participants of practical responses to some of these issues.

## International Compliance in the Age of Tariffs

Katelyn M. Hilferty, Morgan, Lewis & Bockius LLP

US trade policy under the new administration is well underway, with headlines about US tariffs, global retaliatory tariffs, and US retaliatory tariffs crossing the news on a near daily basis. Many companies who historically have not had to manage tariff risks are finding duties and tariffs among the top of their internal risk factors. In this session, we will discuss recent tariff developments, compliance strategies, and practical tips for mitigating tariff impact.

# Litigation Risks: Demand Letters & Class Action Trends

Rend Al-Mondhiry, Amin Wasserman Gurnani LLP

Plaintiff litigation and demand letters are becoming one of the primary risks to consider in developing product marketing strategies. Learn how to navigate the shark tank with this discussion of the current litigation landscape, how to best protect your company, and what to do if your product becomes a target.

## Mandatory COOL Labeling

John Herliny, Food Disclosure and Labeling Division, USDA AMS

Country of Origin Labeling is managed by the Food Disclosure and Labeling Division of AMS USDA, and required for retail labeling of a range of raw agricultural commodities. Learn how to determine if your products are covered and the labeling requirements, along with common FAQs to help fully implement your labeling strategy.

#### Market Trends in a Changing Food Landscape Kantha Shelke, Corvus Blue LLC

Explore how evolving consumer expectations around health, sustainability, and transparency are reshaping packaged food labeling and regulations. This session offers timely insights into the drivers behind these shifts and equips attendees to navigate the regulatory landscape with confidence and clarity.

#### Mexican Labeling Phil Daniel, TechLink International

A critical session if you are exporting food to Mexico. TechLink will share thier overview of the current NOM-051 food labeling standards, with a focus on the upcoming phase 3 requirements. Review general requirements, including front of package requirements, stop signs, nutritional panel calculations and more.

### Natural Labeling Complexities

Eve Pelonis, Keller and Heckman LLP

The natural products market continues to grow in the US and around the globe. This session is critical to understand the ins and outs of Natural claims on labeling. Explore the differences between FDA and USDA definitions of "Natural", and when the claim may present litigation risks. Discuss the impact on retail, restaurants and customer perception, and explore the pros and cons of this contentious claim, both on package and in related advertising and marketing.

### NFP Calculations: Serving Sizes, DVs & Rounding Nuances Fred Mosher & Michelle Liang, Prime Label Consultants

Explore the integrity of the Nutrition Panel by understanding the differences between calculated and analytical methods of producing nutrient data. Discuss the various sources of nutrient data and how to apply them to determine serving size and daily values. Understand the nuances of FDA rounding rules. Includes a brief introduction to Prime Label's EZ Form® food labeling software.

#### **Nutrient Content Claims**

Marissa Hagedorn, Prime Label Consultants

Learn about FDA and USDA requirements for expressed and implied claims including common call-outs such as Low Calorie, Low Fat, No Added Sugar and High Protein. Explore relative claims and front of pack nutrient claims and the subtleties of their different requirements.

# BREAKOUT SESSIONS

## DA USDA Organic Labeling Update and Q&A

Erin Healy, National Organic Program, USDA AMS

Learn about the latest changes to organic standards and how to promote the organic label through consumer education, messaging, and marketing. The National Organic Program will discuss recent rules as well as the "retailer toolkit", which includes graphics, signs, and talking points that retailers can use in stores and online.

# FDA (ISDA) PFAS, Heavy Metals & Other Environmental Contaminants

Brian P. Sylvester, Morrison & Foerster

This presentation will focus on prevention, detection strategies, and best practices to avoid heavy metal contaminants from coming through unknowingly in imported ingredients. We will explore how packaging components and public water systems can add another complication to the mix, highlighting the breadth of PFAS contamination and its impact on future litigation. Those attending this session will come away with strategies for reducing liability and risks to the food supply.

# Q&A on FDA Compliance

Celia Yau & Lacey Durrance, Prime Label Consultants

Find out the answers to those nagging questions about your FDA labels. From product naming to claims and allergens, bring your specific questions to be answered by a PLC Consultant.

#### Q&A on USDA Compliance

Emily Hendricks, Prime Label Consultants

Explore the ins and outs of USDA labeling by bringing your specific questions on the subtleties of labeling to our PLC experts. Includes a discussion of commonly asked USDA regulatory questions.

# Social Impact Claims: From Aspiration to Substantiation

Amaru Sanchez, Alston & Bird LLP

Consumers are more socially conscious than ever, and brands are eager to showcase their commitments to sustainability, fair trade, and ethical sourcing. But making bold social impact claims isn't just about good intentions—it's about backing them up. This session will explore how companies can effectively use third-party certifications on product labels, align their marketing with regulatory expectations, and ensure they have the necessary substantiation to support their claims.



#### Sustainability & Environmental Marketing Claims

Katie Bond, Keller and Heckman LLP



This session will provide an overview of the current legal landscape for green marketing by focusing on five of the most significant developments affecting food companies right now - from class actions, to state enforcement, National Advertising Division cases, and the roll-out of the FTC's revised Green Guides.

#### Third Party Certifications - Best Practices

Chandni Sen Sinha, Albertsons Companies OwnBrands

With consumers increasingly seeking assurance in their purchases, third-party certification is becoming a prominent market trend. Discover how these independent certifications and claims programs operate, what consumers expect, the types of claims that can be certified, and what typical certification criteria entail.



## Ultra-Processed Foods: Soundbites vs Science

Kantha Shelke, Corvus Blue LLC



Ultra-processed foods face growing consumer scrutiny, often driven by fear-based narratives and misinformation. This session will separate perception from scientific reality, debunk common myths, and explore the industry's role in informed decision-making. It will also examine the implications for food labeling and potential litigation, equipping attendees with a science-based perspective to navigate this evolving landscape.



### Undefined Claims Workshop: Navigating FDA Gray Areas

Caitlin Diederich, Prime Label Consultants

This workshop offers a framework for assessing undefined claims. Discuss how to consider regulatory definitions, pending actions, industry standards and enforcement risks to make informed decisions. Explore definitions in the form of brand standards vs. third-party certification. Simulate consumer responses to common claims to practice identifying truthful vs. misleading messaging. Walk away with an appreciation - the bigger the claim, the bigger the burden of proof!



## USDA Animal Production, Raising & Grading Claims

Emily Hendricks, Prime Label Consultants

Discuss the complexity of Animal Production, Raising & Breed claims such as Cage-Free Poultry, Free-Range, No Added Hormones or Antibiotics, Humanely Raised, Certified Angus and others. Find out the latest in USDA grading claims.



## **USDA Generic Approval**

Celia Yau & Kirby Ham, Prime Label Consultants

Find out the current regulations, policies, and best practices for generic approval. Explore generic eligibility, including changes that can be made to previously approved labels. Understand generic approval compliance, recordkeeping requirements, and discuss strategies to reduce risk of enforcement.



## USDA Q&A with LPDS

Labeling and Program Delivery Staff, FSIS

Explore the ins and outs of USDA labeling by bringing your specific questions on the subtleties of labeling to USDA's Labeling and Program Delivery Staff (LPDS).

# ADD-ON TRAINING











# SUNDAY, JUNE 1





## **USDA Labeling Basics**

#### Emily Hendricks & Kirby Ham, Prime Label Consultants

Explore the distinct labeling regulations of the USDA, which may vary from those of the FDA. This program provides a comprehensive foundation, covering essential aspects of labeling, claim compliance and insights from Consultants with expertise on the diverse sources of rules, policies and regulations. Dive into claim substantiation and effective practices for label approvals and recordkeeping, optimizing your efforts to ensure product compliance.





### FDA Labeling Basics

### Marissa Hagedorn & Lacey Durrance, Prime Label Consultants

FDA label requirements can be confusing, and trends change at a fast pace. In addition to stringent content and wording requirements, food labels must also comply with size, color, language and location rules. Claims are also a moving target with many subtleties in wording and design. Learn the basics of FDA labeling rules and keep up with the latest developments.





## Canadian Labeling

## Michelle Anstey & Linda Winget, NSF International

In this seminar, we will explore the complex and ever-changing world of Canadian food labelling regulations. Participants will gain an understanding of the regulations that govern the labelling of food products in Canada - the mandatory and voluntary label elements and how these differ from those in the US. Learn about recent changes such as the new Front-of-Pack requirements and Supplemented Foods Regulations, proposed changes and emerging trends in Canadian food labelling regulations. Understand the compliance and enforcement procedures used by the Canadian Food Inspection Agency and identify strategies for ensuring compliance.

# WEDNESDAY, JUNE 4



#### **USDA Generic Labeling**

#### Emily Hendricks, Prime Label Consultants

Prior approval by FSIS is required for labels used on USDA products and understanding whether label artwork requires LPDS review may be a critical factor in product development timelines. Learn how USDA approves labels, which types are eligible for in-house or generic approval, and explore recommended best practices for label submission and recordkeeping. Discuss common compliance errors and insider tips and tricks on managing the approval process.





#### Mexican Labeling

#### Phil Daniel, TechLink International

All Mexican labels were required to meet the latest food labeling requirements by 2021. Attend this comprehensive seminar for an in-depth review of NOM-051 labeling standards, including the upcoming phase 3 requirements. Leveraging 20 years of experience, TechLink will share tips and recommendations on how to better label your items.





#### Labeling and Marketing Claims

## Caitlin Diederich & Marissa Hagedorn, Prime Label Consultants

Ensuring compliance and substantiation of new product claims is challenging. Learn best practices from Prime Label's visibility into emerging market trends, including nutrition claims, health claims, diet claims, ingredient claims, plant-based claims, geographic claims, animal production claims, environment-related claims and more! Participants will leave with an understanding of a variety of FDA and USDA regulated claims, and how they might apply to their own products.



#### **Nutrition Labeling**

#### Lacey Durrance & Marissa Hagedorn, Prime Label Consultants

From regulators to marketing departments, nutrition is subject to a lot of interest. This program simplifies the technical process of creating Nutrition Facts Panels for retail food and beverage products under federal regulations. Learn the fundamentals to achieve compliant labeling that informs consumers and optimizes product positioning.





## School Lunch (CN) Labeling

### Patricia Phillips, Phillips Resources

This is the essential primer to understanding how products qualify (or credit) for school lunch program regulations. Learn the what, how and why of CN Labeling and Product Formulation Statements in this full day seminar. Optional confidential review of your QC Plan. This training is relevant for new employees responsible for CN labeling, or for a company just exploring the school lunch market.

