

Food Label Seminars 2023

Food Label Claims, Emerging Regulations and Legal Risks

Taking Place Virtually October 25th - 27th



Online Seminars

12 Hours of Advanced Claims & Legal Content

The 2023 Food Label Seminars are essential for anyone interested in learning how to develop and substantiate food label claims and how to assess their risks amidst the evolving legal landscape. Dive into the fast-moving regulatory environment of claims, legal risks, and evolving regulations from the comfort of your office.

Inspired by the most popular sessions from the in-person 2023 Food Label Conference, this online event will include one day of expert PLC instruction and two days of legal perspectives.

Seminars include two 3-hour deep dives into USDA & FDA food label claims, and six one-hour seminars delivered by top food lawyers covering litigation risk, evolving regulations & leading-edge claims.

DAY 1:

USDA Label Claims / 11:00am - 2:00pm ET

[Kirby Ham](#) & [Emily Hendricks](#), Prime Label Consultants

CLAIMS

Marketing meat or poultry products requires close attention to USDA regulations and extensive knowledge on what triggers USDA review and approval. This session will provide insights into the evolving market dynamics and claims defined by policy or agency guidance, enabling you to ensure compliance for your USDA products. Key highlights:

TRAINING

Wed Oct 25

- Nutrition and diet claims
- Natural, organic, and non-GMO claims
- Blended meat/vegetable products, vegetable content, and whole grain claims
- “Clean label” and ingredient claims from “made with” to “free of”
- Regenerative, geographic and animal raising claims
- Prior label approval and generic eligibility
- Claim substantiation requirements and common third party certifications

FDA Label Claims / 2:30pm - 5:30pm ET

[Caitlin Diederich](#), Prime Label Consultants

Labeling and marketing claims represent some of the best opportunities to differentiate and promote your products, but there is always a risk of warning letters and enforcement when not managed correctly. This session aims to deliver an intensive crash-course on popular and emerging claims and guide you through risks and opportunities within FDA requirements. Key highlights:

- Enforcement and risk mitigation framework
- Nutrient, health, structure/function, diet, and functional food claims
- Natural, “clean label,” ingredient, and allergen claims
- Bioengineered statements and non-GMO claims
- Plant-based, vegan, vegetarian, vegetable, and whole grain claims
- Environmental, sustainability, transparency and geographic claims

DAY 2:

Legal Risks, Demand Letters and Litigation Trends / 1:00pm - 1:50pm ET

[William P. Cole](#), Amin Talati Wasserman LLP

LEGAL

PERSPECTIVES

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.

Thurs Oct 26

Sustainability & Environmental Marketing Claims / 2:00pm - 2:50pm ET

[Sam Jockel](#) & [Rachel Lowe](#), Alston & Bird LLP

Environmental claims are now ubiquitous in the marketplace and we've all seen a marked increase in litigation. Marketers are facing risk from regulators, NGOs, consumer class action attorneys, and competitors, even when they have vetted their sustainability-related product labeling and advertising. Marketers are also bracing for an update to FTC's Green Guides governing environmental marketing claims. This session will cover regulatory and litigation developments, including recent court rulings and provide insights on risk mitigation.

Future Regulatory and Legal Outlook / 3:00pm - 3:50pm ET

[Bob Hibbert](#) & [Amaru Sanchez](#), Wiley Rein 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. This session features critical considerations as we close out the current year and evaluate the regulatory and labeling landscape moving into 2024.

DAY 3:

FDA Updates: Healthy Claim & Front-of-Pack Labeling / 1:00pm - 1:50pm ET

[Mason Weeda](#) & [Kyla Kaplan](#), OFW Law

LEGAL

PERSPECTIVES

In September 2022 FDA proposed to update the definition of "healthy," initially set in 1994. FDA found the current definition does not align with current nutrition science, federal dietary guidelines, and the updated nutrition facts label. Since 2021, FDA has been conducting consumer research on Front of Pack Labeling, which is an emerging international trend. This session covers the proposed "healthy" rule, FDA research on a voluntary "healthy" symbol, and FDA's research on a mandatory "front of pack" (FOP) labeling system.

Fri Oct 27

Plant-Based & Substitute Proteins: Naming & Regulatory / 2:00pm - 2:50p ET

[Brian P. Sylvester](#), Perkins Coie LLP

As plant-based foods continue to gain ground in the U.S. marketplace, questions around lawful product naming and claims have captured the interest of FDA, stakeholders and Congress culminating most recently in FDA's publication of its Draft Guidance on plant-based milk alternatives, a particularly popular category of plant-based foods. This session will cover FDA's Draft Guidance, providing the legal POV on insights not just for plant-based milks, but more broadly for understanding how FDA will approach the issue of naming of plant-based alternatives more generally. We will also consider this draft guidance in the broader context of consumer scrutiny and litigation and share our views on best practices for managing risk for a range of plant-based foods and alternative protein products.

Natural Labeling Complexities / 3:00pm - 3:50pm ET

[Evangelia C. Pelonis](#) & [Jill Mahoney](#), 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.

Logistics:

All seminars will take place on Zoom.

Seminars can be purchased as a package or a la carte.

Seminar registration includes entry to the live session, a copy of the course slide deck, and access to view the recorded material for 2 weeks following the webinar.

[Registration is now open.](#)

[Download & tailor an Employer Request](#) to get approval from your boss!

Seminar Package Pricing

Full Seminar (All Three Days) \$1,895.00

Claims Trainings (Wed only) \$995.00

Legal Perspectives (Thurs & Fri only) \$995.00

A la Carte Pricing

USDA Label Claims \$545.00

FDA Label Claims \$545.00

Legal Sessions \$245.00