

Virtual Food Label Seminars

Oct. 22-24, 2025



Food Policy & Claims
FDA & USDA

Online Seminars

**12 Hours of
Policy
Content &
Advanced
Claims**

With the Trump Administration advancing pivotal initiatives—from long-awaited GRAS reform and a sharpened focus on ultra-processed foods, to updates within the Dietary Guidelines—stakeholders across the supply chain must prepare for both new compliance obligations and emerging opportunities.

At the same time, hot-button issues such as labeling claims, litigation risks, and the regulation of novel food technologies are intensifying the spotlight on how companies communicate with consumers. Staying ahead of these developments is not just a matter of legal compliance; it is central to brand integrity and market competitiveness.

This seminar series brings together legal experts and industry professionals to unpack these evolving issues, provide practical guidance, and equip participants with the tools needed to navigate this rapidly shifting landscape.

DAY 1:

POLICY UPDATES

Wed Oct 22

Trump Administration & Food Policy / 1:00 - 1:50pm ET

[J. Mason Weeda](#), [Eric Steiner](#), [Kyla Kaplan](#) | OFW Law

A panel from OFW Law will review the status of Food Policy under the Trump Administration. The Make America Healthy Again (MAHA) movement, led by HHS Secretary Robert F. Kennedy Jr., includes a robust agenda that is fueling significant policy changes at the federal level, while also prompting policy changes at the state level. There is bipartisan support for the MAHA agenda at a high level, although there are controversial initiatives where Democrats and/or Republicans, or otherwise scientists and other experts, may not agree. The panel will review current policy initiatives outlined in the MAHA Commission's Assessment and Strategy Reports, including research initiatives, defining ultraprocessed, food and color additive policy and assessments, federal assistance programs, state activities, and other forthcoming policies, including the need for federal legislation.

GRAS Reform / 2:00 - 2:50pm ET

[Evangelia C. Pelonis](#) | Keller and Heckman

The FDA's "Generally Recognized as Safe" (GRAS) program is under review, with HHS directing the agency to consider eliminating the self-affirmed GRAS pathway. At the same time, Congress is considering the Ensuring Safe and Toxic-Free Foods Act of 2025, which would require mandatory GRAS notifications, public input, and regular chemical reassessments. The FDA has also begun a proactive post-market review framework while continuing to issue "no questions" letters for new substances. This session will provide an overview of these policy developments and their potential implications for industry.

Novel Technologies: Plant-Based Alternatives, Molecular Farming & Cultivated Meat / 3:00 - 3:50p ET

[Brian P. Sylvester](#) | Morrison Foerster

Food tech innovations ranging from precision fermentation and cultivated meat to molecular farming and beyond have garnered significant attention in the U.S. and globally. Many of these innovations are poised for exponential growth. For example, by some estimates, the market for precision fermentation currently stands at over \$2 Billion and is forecast to near USD \$26 Billion by 2032. This session is designed to demystify food tech and provide timely insights into recent and evolving developments at both the FDA and USDA, including anticipated regulatory updates relevant to cultivated meat, precision fermentation and molecular farming. We will cover premarket regulatory pathways and labeling considerations, in particular.

DAY 2:

POLICY UPDATES

Thurs Oct 23

Ultra-Processed Foods: Soundbites vs Science / 1:00 - 1:50pm ET

[Kantha Shelke, Ph.D](#) | 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.

Dietary Guidelines Update / 2:00 - 2:50pm ET

The 2025 Dietary Guidelines are moving forward under new leadership at HHS, with Secretary Robert F. Kennedy Jr. signaling a shift toward shorter, more accessible guidance and an emphasis on whole foods. His comments on dairy, ultra-processed foods, and ingredient transparency have sparked both interest and questions about how science, policy, and industry will align in the final publication. This session will explore the advisory committee's report, recent HHS perspectives, and what potential changes could mean for food companies, health professionals, and consumers alike.

Litigation Risks: Demand Letters and Evolving Class Action Trends / 3:00 - 3:50pm ET

[Rend Al-Mondhiry](#) | Amin Wasserman Gurnani

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.

DAY 3:

CLAIMS

TRAINING

Fri Oct 24

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

[Prime Label Consultants](#)

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:

- 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 / 2:30 - 5:30pm ET

[Prime Label Consultants](#)

Are you responsible with vetting claim eligibility or establishing standards for your brand's claims? This pivotal role is crucial for maintaining compliance, building consumer trust, and bolstering brand credibility.

As consumer preferences evolve, the distinction between defined and undefined claims becomes increasingly nuanced and challenging.

Join us to explore the power and pitfalls of labeling and marketing claims! This session provides an intensive crash-course on popular claims, featuring interactive virtual exercises to learn and apply concepts in real-time. Key claim types covered will include:

- Nutrient, health, structure/function and diet claims
- Natural, “clean label,” ingredient and allergen claims
- Plant-based, vegan, vegetarian, vegetable content and whole grain claims
- Geographic and implied food origin claims
- Enforcement and risk mitigation framework

Logistics:

All seminars will take place on Zoom and can be purchased as a package or a la carte. 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) \$2,095.00

Food Policy Updates (Wed & Thurs only) \$1,495.00

Claims Trainings (Fri only) \$1,095.00

A la Carte Pricing

Policy Sessions \$475.00 | USDA Label Claims \$595.00 | FDA Label Claims \$595.00