



36th Annual  
**Food Label  
Conference**

June 2-5, 2024  
Washington, DC

# WELCOME

## to the 36<sup>th</sup> Annual Food Label Conference!

Dear Conference Attendees:

At this, our 36th annual food label conference, we are proud to welcome the most experienced and talented minds in the industry to address the many new developments in the food labeling space.

With new regulations, new trends, new technologies, and a complex supply chain, the coordination necessary to stay competitive and compliant in the marketplace is at its peak.

For food labeling professionals, it is in critical times like these, that critical thinking is needed to:

- Navigate increasing regulatory momentum toward online and front-of-pack labeling
- Evaluate the latest consumer trends in packaged food
- Understand and plan to incorporate evolving ingredient and IT technologies
- Assess risks to brand identity as new rules are proposed and marketing priorities shift

Within the complicated food industry ecosystem, PLC views the Food Label Conference as a critical nexus of knowledge, dialogue, and connection. The speakers and attendees in this room will be leading the charge to define both model processes and leading-edge regulatory standards.

From US regulators to industry experts to top legal minds, we are eager to hear their take on this evolving landscape and what the industry can expect in the months and years to come.

Our conference was developed to bring industry and government together to discuss important matters such as these. We are thrilled to be able to provide that forum again for the 36th annual Food Label Conference!

## THANK YOU!

The success of this Conference is attributed to our:

- Speakers, many of whom have attended year after year to share their knowledge, experience and advice.
- Attendees, who come together from all over, and make this a valuable forum to network and share best practices.
- Staff, who are committed to putting on an outstanding event that is relevant, engaging and fun!

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



Elizabeth Bechtold  
Founder



Christina Bechtold  
CEO



Jesse Zuehlke  
President



Melody Tilford  
VP Client Engagement



Caitlin Diederich  
VP Regulatory



Nadia Patterson  
Events Coordinator

## TABLE OF CONTENTS

Welcome Letter.....	1
Schedule At A Glance.....	2
Event Logistics.....	3
Registration.....	3
Meals.....	3
PLC Services.....	3
Evening Events.....	3
Networking.....	4
General Sessions.....	5
Monday, June 3.....	5
Tuesday, June 4.....	6
Breakout Sessions.....	7
Add-On Training.....	10
Sunday, June 2.....	10
Wednesday, June 5.....	10



# SCHEDULE AT A GLANCE

## ADD-ON TRAINING | SUNDAY, JUNE 2

8:00am - 9:00am	Seminar Registration	9:00am - 4:00pm	School Lunch (CN) Labeling
9:00am - 4:00pm	USDA Labeling Basics	4:30pm - 6:00pm	Main Conference Registration
9:00am - 4:00pm	FDA Labeling Basics	5:30pm - 8:30pm	Walking Tour of Washington DC
9:00am - 4:00pm	Canadian Labeling	7:30pm - 9:00pm	Kennedy Center - Dixie's Tupperware Party

## MAIN CONFERENCE DAY 1 | MONDAY, JUNE 3

7:30am - 8:30am	Main Conference Registration	12:00pm - 12:30pm	Roundtable Workshop
8:30am - 8:45am	Introductions & Welcome	12:30pm - 1:30pm	Networking Lunch
8:45am - 9:15am	Trends in Packaged Food	1:30pm - 2:15pm	Breakout Session 1
9:15am - 10:00am	FDA Nutrition Policy Update	2:30pm - 3:15pm	Breakout Session 2
10:00am - 10:30am	Front of Pack Labeling	3:30pm - 4:15pm	Breakout Session 3
10:45am - 11:30am	FDA Reorganization & Regulatory Agenda	4:15pm - 6:30pm	Cocktail Networking Reception
11:30am - 12:00pm	Panel Discussion: Navigating Regulatory Changes	6:45pm - 9:00pm	Major League Baseball: Nationals
		6:30pm - 8:30pm	Distinctive Dining

## MAIN CONFERENCE DAY 2 | TUESDAY, JUNE 4

8:00am - 8:30am	Main Conference Registration	11:30am - 12:15pm	Breakout Session 4
8:30am - 9:00am	AI in Regulatory and Food Safety	12:15pm - 1:30pm	Lunch
9:00am - 9:30am	Regulating Novel Proteins in the US	1:30pm - 2:15pm	Breakout Session 5
9:30am - 10:15am	USDA Labeling Policy Update	2:30pm - 3:15pm	Breakout Session 6
10:30am - 11:15am	Legal Perspectives on the Next Year		

## ADD-ON TRAINING | WEDNESDAY, JUNE 5

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

## 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 2024, November 2024, January 2025, March 2025

# 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.



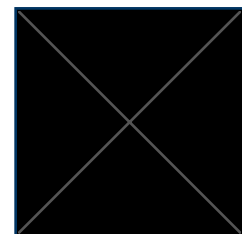
## Evening Events

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

## NEW: Technology-Enabled FDA Label Audits



- Label IQ combines precision computer analysis with expert human review to produce a rapid, rigorous review of critical features of your label at a low price.
- Label IQ performs over 1700 data checks on each label image.
- Audit includes entire label: standard of identity & all required label features, claims, complete nutrition panel, BE disclosure, country of origin, & ad copy.
- Final report includes an Audit Certificate with a detailed error report and red & yellow risk categories.



**Introductory 35% Discount\* for FLC Attendees**

\*limit 10 labels by Sept. 30, 2024

# NETWORKING

## SUNDAY, JUNE 2

### Walking Tour of Washington DC

5:30-8:30pm | Meet at Registration @ 5:15pm

*Ticket Purchase Required - Inquire at Registration*

Witness Washington's magnificent landmarks on this guided walking tour. You'll get up close to a selection of the city's famous memorials located on the National Mall. There's something for everyone—neoclassical architecture, modern sculpture, haunting remembrances of war, and historical insights. Along the way, your guide sets the scene for the Federal City's original plans to memorialize its national heroes and how they've evolved with time. Tour includes about 2 hrs of walking with a Washington Walks guide.

### Kennedy Center - Dixie's Tupperware Party

7:30-9:00pm | *Ticket Purchase Required - Inquire at Registration*

See Dixie's Tupperware Party at the renown Kennedy Center. Filled with outrageously funny tales, heartfelt accounts, audience participation, and a little bit of empowerment and homespun wisdom, Dixie's Tupperware Party leaves your heart a little bigger and your food a little fresher. Arrive early to tour the beautiful Hall of Nations or Hall of States or to dine at the Roof Terrace Restaurant. Show starts at 7:30 PM. Tickets do not include travel or food costs.

## MONDAY, JUNE 3

### Networking Lunch

12:30-1:30pm

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, sponsored by Label IQ

4:15-6:30pm | Meet at Constitution C/D/E | Free To All Main Conference Attendees

Network with PLC and other conference attendees during a complimentary cocktail reception sponsored by Label IQ, PLC's new technology-assisted Label Audit service. Join up into small groups afterwards and continue your conversations over dinner.

### Major League Baseball: Nationals Game

6:45-9:00pm | *Ticket Purchase Required - Inquire at Registration*

Join us at Nationals Park and enjoy America's Pastime as the Washington Nationals play the New York Mets. Conveniently located in the vibrant Navy Yard neighborhood of Washington DC, the stadium is just a short Metro ride away from the Grand Hyatt hotel. Game starts at 6:45 PM. Tickets do not include travel or food costs.

### Distinctive Dining

6:30-8:30pm

If you are hoping to uncover the culinary delights of the city, swing by The Old Ebbitt Grill to rub elbows with beltway insiders or pop by Yardbird to see what the locals are raving about. With a wide variety of restaurants, bars, and lounges right outside the doors of the Grand Hyatt hotel, you can sample all that the city has to offer. No registration required. Stop by the Reception Desk to learn more about our staff's favorite places to dine!

# GENERAL SESSIONS

MONDAY, JUNE 3

## Trends in Packaged Food

Elizabeth Crawford, FoodNavigator-USA

Explore the latest trends in packaged food, with a focus on labeling and regulatory considerations. Discuss emerging consumer demands for healthier, more sustainable, and transparent products, and how these trends are driving changes in food labeling and regulations. Attendees will gain valuable insights into the future of the packaged food industry and how to navigate evolving regulatory landscapes.

## FDA Nutrition Policy Update

Laura Carroll, Center for Food Safety and Applied Nutrition, FDA

A key update on the FDA's nutrition priorities, including efforts outlined in the White House Strategy on Hunger, Nutrition, and Health. This session will cover front-of-pack labeling, the "healthy" claim, and sodium reduction, along with other nutrition initiatives the FDA has in the works.

## Front of Pack Labeling

Kris Sollid, International Food Information Council (IFIC)

The White House has released a National Strategy that includes a directive to the U.S. Food and Drug Administration (FDA) to conduct research and propose a standardized FOP nutrition labeling system for food packages to help consumers easily identify foods that can help them build a healthy eating pattern. Given the FOP initiatives underway at the FDA and other health agencies throughout the world, in the fall of 2023, the International Food Information Council (IFIC) built on its extensive history of understanding the American consumer mindset by commissioning a quantitative FOP consumer study that included experimental exercises designed after those employed by FDA. This session will share results from IFIC's latest consumer study.

## FDA Reorganization & Regulatory Agenda

Frank Yiannas, Smarter FY Solutions

A major reorganization and ambitious regulatory agenda at the Food & Drug Administration take center stage for 2024. During this session, Frank Yiannas will share a critical perspective on impacts of the upcoming agency organization and expectations for the regulatory agenda. Yiannas brings unparalleled insights into risk mitigation and regulatory compliance from a wealth of experience having served as FDA's Deputy Commissioner for Food Policy and Response from 2018 to 2023, preceded by 30 years in food safety leadership at Walmart and The Walt Disney Co.

## Panel Discussion: Navigating Regulatory Changes

Join us for an insightful panel discussion with seasoned food industry experts as they delve into the strategies for navigating regulatory changes. From adept horizon scanning to anticipating forthcoming regulations, to meticulous planning and execution within their businesses, learn how these professionals stay ahead of the curve. Through engaging discussion, discover actionable insights into the successful implementation of regulatory adjustments, ensuring compliance while driving sustainable growth in the ever-evolving landscape of regulatory compliance.





Access Presentation Materials on myConference Navigator Attendee Dashboard.

## TUESDAY, JUNE 4

### AI in Food Safety and Regulatory

Dr. Ben Miller, The Acheson Group (TAG)

In this presentation, we will explore how AI and machine learning (ML) technology may affect food safety and regulatory practice. We will discuss potential applications in predicting foodborne pathogen outbreaks, ensuring traceability across the supply chain, and automating compliance. We'll also cover how AI could facilitate comprehensive risk assessments through predictive analytics, allowing for preemptive safety measures that surpass traditional methods. Join us to explore the future of food safety, and where AI-driven innovations have the potential to transform our approach to safeguarding food safety and public health.

### Regulating Novel Proteins in the US

Madeline J. Cohen, The Good Food Institute (GFI)

The regulatory landscape for plant-based, fermented-derived, and cell-cultivated products in the United States continues to evolve. This session will keep you current on advances in these product categories and provide an overview of state and federal legislative and regulatory considerations for marketing and distribution. Finally, you will gain perspective on policy expectations going forward.

### USDA Labeling Policy Update

Labeling and Program Delivery Staff, FSIS, USDA

A key update from the Labeling and Program Delivery Staff (LPDS) on Made in USA, animal raising and production claims, and updated criteria for generic label approval. Discuss these, along with other policy changes, critical insights, and what to expect in the year ahead. Dialogue with the labeling regulators for guidance on your most challenging labeling issues.

### Legal Perspectives on the Next Year

Robert Hibbert, Wiley Rein LLP

Tony Pavel, Keller and Heckman

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

### General Sessions Moderator

Jesse Zuehlke, Prime Label Consultants

## Prime Label Consultants Your Trusted Partner for Regulatory Support

### What?

- Label IQ Audits
- 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
- Capitol Hill Washington D.C. Headquarters

✉ Labels@primelabel.com

🌐 PrimeLabel.com

📞 202.546.3333

# BREAKOUT SESSIONS



## Added Sugars

Lacey Durrance, Prime Label Consultants

The definition of Added Sugar has been vastly debated since the publication of FDA's final rule for nutrition labeling. Since then, the agency has released additional guidance to facilitate implementation of the rules. This session will use examples and case studies to explain the FDA's definition of Added Sugars, propose best practices for troubleshooting data collection, and highlight strategies for optimizing Nutrition Facts Panel declaration.



## Allergen Labeling

Elizabeth Stoll, Walmart



Discover the different requirements of the USDA and FDA for labeling allergens, a major source of label recalls in the United States. Talk through implementation complexities, including adding sesame as a major allergen and the dilemmas around when to use precautionary allergen statements.



## 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 Proposition 12: Farm Animal Confinement

Amaru Sanchez, Wiley Rein LLP



Since coming into full effect in January, California's Proposition 12 has set the stage for significant change within the agricultural sector, establishing minimum space requirements based on square feet for breeding pigs, veal calves, and egg-laying hens and banning the sale of meat and eggs from those animals within California when they are raised in a way that does not comply with the minimum requirements. Explore the far-reaching effects of Prop 12 on the U.S. pork industry and provide actionable insights for producers navigating the challenges and opportunities presented by this and similar legislation across other states.



## Canadian Labeling

Michelle Anstey & Linda Winget, 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 Arnstein & Lehr LLP



Cannabidiol (CBD) remains in the news, especially since FDA's January 26th announcement that existing regulatory frameworks for foods and supplements are not appropriate for CBD, and that the FDA will work with Congress on a path forward. Despite this, CBD and other cannabinoids continue to be used in foods and supplements. 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 hemp-derived products, when and how the federal landscape in this area might change (including an update on the Farm Bill and its potential implications for the space), and the rules of the road about adding cannabinoids to food products.



## 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. Discuss the 2024 Final Rule updating CN standards to reflect the 2020-2025 Dietary Guidelines. 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.



## Emerging Ingredients: Clean Label, Ultra Processed, Molecular Farming, Precision Fermentation

Kantha Shelke, Corvus Blue LLC



Clean label trends are back in focus for 2024. Growing consumer and media attention on ingredient safety and Ultra Processed Foods has driven extra attention to easy-to-understand ingredient statements and trustworthy labels. When it comes to meeting what consumers want, it is a lot easier said than done. This session will cover the technical realities associated with the concept of a "clean" label from an R&D and Regulatory perspective.



## FDA Updates: Healthy Claim and FOP Labeling

Mason Weeda & Kyla Kaplan, OFW Law



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.



## 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.





Submit Your Feedback  
for Breakout Sessions.



### Food Service Labeling

Teri Bello, 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.



### FSIS New Ingredient and Technology Review

Office of Policy and Program Development, FSIS, USDA

New technologies, such as novel ingredients, antimicrobials, and processing methods, must be determined to be safe and suitable for use in meat, poultry, and egg products. Join the FSIS Risk Management and Innovation Staff (RMIS) to learn the types of new technologies that require review, processes for preparing and submitting new technology notifications, and what to expect from the agency during the process.



### Legal Risks: Demand Letters and Litigation Trends

Ivan Wasserman, Amin Talati Wasserman



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 if and when your product becomes a target.



### Made in the USA Claims

Emily Hendricks & Jesse Zuehlke, Prime Label Consultants

Discuss the newly released USDA final rule on the Made in the USA claim - its requirements and compliance implications. Delve into the updated FSIS guidance on label approval. Then switch jurisdictions to explore these claims on FDA-regulated products, navigating FTC guidance and regulation complexities.



### Managing the Supply Chain for Regulatory Compliance

Sheila Dy Juanco, Upside Foods

The complex network that makes up our global supply chain for the food industry has been the focus of numerous challenges as well as media attention, especially over the past four years. During this session focused on best practices for regulatory compliance within our food and beverage supply chains, we will discuss supplier relationships, data consistency, coordination of vendors, ingredient substitutions, claims verification, information integrity, and more.



### Mandatory COOL Labeling

Sean Kenworthy, 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.



### Mexican Labeling

Phil Daniel, TechLink International

A critical session if you are exporting food to Mexico. TechLink will share their 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 the 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

Lisa Weller Ashton, Food Regulatory Consultant

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.



### Online Food Labeling Workshop

Eva Greenthal, Center for Science in the Public Interest (CSPI)



Discuss the status of online food labeling and a draft online labeling bill with CSPI, an independent consumer advocacy organization. CSPI has been working with lawmakers, with consultation from FDA and industry stakeholders, to craft an e-commerce food labeling bill. This is a unique opportunity to propose modifications and give input on industry issues such as maintaining data accuracy, supply chain data handoff challenges, aligning product images with textual information, and liability.

# BREAKOUT SESSIONS



## Organic Labeling Update and Q&A

Erin Healy, USDA AMS National Organic Program



Last year marks what many are calling the most significant new rulemaking from USDA on the Organic Program since its inception. Learn about recently-published rules, including Strengthening Organic Enforcement, and how the changes may impact your own organic operations and labels.



## Pet Food Label Modernization

Austin Therrell, The Association of American Feed Control Officials (AAFCO)



The Association of American Feed Control Officials (AAFCO) rolled out its newly revised Model Regulations for Pet Food and Specialty Pet Food in January 2024 with the goal of providing pet food labeling information that is transparent, easy to understand and in a format more familiar to consumers. Learn about the label changes, expectations and implementation timeline so you're positioned to help educate your employees and customers about these new requirements.



## PFAs, Heavy Metals & Other Environmental Contaminants

Martha Marrapese, Wiley Rein LLP



Contaminants may emanate from any direction. 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 also 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 litigation in the years ahead. It is difficult to test for every conceivable contaminant. Those attending this session will come away with additional strategies for reducing liability and risks to the food supply.



## Plant-Based and Substitute Proteins: Naming and Regulatory

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.



## Prebiotics, Probiotics & Functional Food Claims

Ralph Simmons, Foster Garvey PC



The categories of prebiotics, probiotics, and functional foods share an important characteristic for purposes of FDA labeling regulations – they have no definition. Foods with these ingredients and descriptions may be conventional foods, dietary supplements, drugs, or medical foods under FDA's regulations. The regulatory category depends on the physical form of the product and, most importantly, the claims made for the product. This session will explore these different product and labeling categories and the applicable FDA labeling requirements.



## Preserving Food Integrity & Combating Food Fraud

Steven Gendel, Gendel Food Safety LLC



Food fraud - purposely altering, misrepresenting, mislabeling, substituting, or tampering with foods and ingredients anywhere along the agri-food supply chain - represents a serious threat to primary producers, manufacturers, and consumers. This session will cover how fraud occurs, talk about which foods are at greatest risk, and discuss ways that everyone in the industry can help prevent food fraud.



## Q&A on FDA Compliance

Lisa Weller Ashton, Food Regulatory Consultant

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 independent consultant.



## Q&A on USDA Compliance

Emily Hendricks, Prime Label Consultants

Explore the ins and outs of USDA labeling - such as product names and qualifiers; undefined RACC and nutrient claims; negative, uncured, organic and natural claims. Bring your specific questions on the subtleties of labeling to our industry and PLC experts.



## Sustainability & Environmental Marketing Claims

Sam Jockel & Rachel Lowe, Alston & Bird



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.



## USDA Animal Production, Raising & Grading Claims

Emily Hendricks, Prime Label Consultants

Discuss the complexity of Animal Production and Breed Raising 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 latest enforcement priorities, requirements and best practices for the expanded generic rule. Explore generic eligibility and compliance, and discuss enforcement subtleties. Understand what you need to do to keep thorough records and discuss strategies to reduce risk.



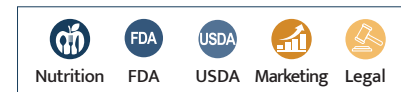
## USDA Nutrition Data: FoodData Central

Kyle McKillop, Food for Health of People and the Environment Lab, USDA




Hear from USDA to better understand USDA FoodData Central. In 2019 USDA instituted the most significant changes to 35 years of content in the Standard Reference nutrition libraries. Learn about the structure, partner industry data, and how to use this public database.





# ADD-ON TRAINING



## SUNDAY, JUNE 2

-  **USDA Labeling Basics**  
Emily Hendricks & Kirby Ham, Prime Label Consultants  
USDA labeling can be very confusing with many different sources for rules, policies, and regulations. Stakes can be high with generic labels no longer having FSIS's stamp of approval. In addition, local inspectors are giving added scrutiny to labels, and the risk of Noncompliance Records is greater than ever.
-  **FDA Labeling Basics**  
Lisa Weller Ashton, Food Regulatory Consultant  
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**  
Erin Taraborrelli, Source Nutraceutical, Inc.  
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 Canadian Food Inspection Agency and identify strategies for ensuring compliance.
-   **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. Discuss the 2024 Final Rule updating CN standards to reflect the 2020-2025 Dietary Guidelines.

## WEDNESDAY, JUNE 5

-  **Nutrition Labeling**  
Caitlin Diederich, Marissa Hagedorn & Lacey Durrance, Prime Label Consultants  
This comprehensive course gives participants a thorough understanding of nutrition labeling for retail food products under federal regulation - the result: nutrition labeling that meets federal requirements, helps consumers, and maximizes your product positioning.
-  **USDA Generic Labeling**  
Emily Hendricks, Prime Label Consultants  
USDA label approval procedures continue to evolve with a new rulemaking for generic label approvals. This seminar will review when you need to go to the USDA for approval and when you can do it yourself. It will also cover top hazards with label review and insider tips and tricks on how to manage the process to get to market faster.
-   **Labeling and Marketing Claims**  
Lisa Weller Ashton, Food Regulatory Consultant  
 Ensuring compliance and substantiation of new product claims is challenging. Learn best practices from Prime Label's visibility into emerging market trends, including ingredient claims, clean labeling, animal production claims, certifications, functional foods, 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.
-  **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.

