

2024 Food Label Seminars

Oct. 23 & 24: Legal Sessions

Oct. 25: USDA & FDA Claims Sessions

PrimeLabel
CONSULTANTS



Nutrition Facts	
3.5 servings per container	
Serving size 1/4 cup (40g)	
Amount per serving	% Daily Value*
Calories 210	
Total Fat 14g	18%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	3%
Total Carbohydrate 23g	8%
Dietary Fiber 2g	7%
Total Sugars 12g	
Includes 7g Added Sugars	14%

Online Seminars

12 Hours of Legal Content & Advanced Claims

The 2024 Food Label Seminars are essential for anyone interested in learning how to assess their risks and how to develop and substantiate food label claims amidst the evolving legal landscape.

Inspired by the most popular sessions from the in-person 2024 Food Label Conference, this online event will include two days of legal perspectives and one day of expert PLC instruction.

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

DAY 1:

Future Regulatory and Legal Outlook / 1:00 - 1:50pm ET

[Bob Hibbert](#) & [Amaru Sanchez](#), Wiley Rein LLP

LEGAL

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 2025.

PERSPECTIVES

Wed Oct 23

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

[J. Kathleen Bond](#), Keller and Heckman

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. The discussion will touch on what types of claims have drawn challenges and best practices for reducing risk in the high risk area of green marketing.

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

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

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 be 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:**LEGAL****PERSPECTIVES****Thurs Oct 24**

PFAS, Heavy Metals & Other Environmental Contaminants / 1:00 - 1:50pm ET[Martha E. 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.

Prebiotics, Probiotics & Functional Food Claims / 2:00 - 2:50pm ET[Ivan Wasserman](#), Amin Wasserman Gurnani

Prebiotics, probiotics, and functional foods share an important characteristic for purposes of FDA labeling regulations – they have no regulatory definition. Products with these ingredients and descriptions may be conventional foods, dietary supplements, drugs, or medical foods under FDA's regulations. The regulatory category depends on a number of factors, but critically, any claims made for the product. This session will explore these different product and labeling categories and the applicable FDA labeling requirements.

Legal Risks, Demand Letters and Litigation Trends / 3:00 - 3:50pm ET[William Cole](#), 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 25**

USDA Label Claims / 11:00am - 2:00pm ET[Kirby Ham](#) & [Emily Hendricks](#), 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

[Caitlin Diederich](#), 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.

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

Legal Perspectives (Wed & Thurs only) \$995.00

Claims Trainings (Fri only) \$995.00

A la Carte Pricing

Legal Sessions \$245.00

USDA Label Claims \$545.00

FDA Label Claims \$545.00