

DAY ONE: Wednesday, 2 October 2019

INSTRUCTORS: Melvin S. Drozen, Katia Merten-Lentz, Evangelia C. Pelonis, and Frederick A. Stearns

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| 8:15 – 8:45 | Registration/Continental Breakfast |
| 8:45 – 9:15 | Welcome and Introduction
<i>Katia Merten-Lentz, Partner</i> |
| 9:15 – 9:35 | Legal Framework and Product Jurisdiction
<i>Frederick A. Stearns, Partner</i> |
| 9:35 – 9:45 | <ul style="list-style-type: none"> • Federal Food, Drug, and Cosmetic Act and Related Statutes • Who Regulates Food: Relevant Agencies • Classification as Food, Drug, Dietary Supplement, Cosmetic • Framework Contrast with EU- <i>Katia Merten-Lentz</i> |
| 9:45 – 10:30 | Food Adulteration (Part 1)
<i>Frederick A. Stearns, Partner</i> |
| 10:30 – 10:45 | Break |
| 10:45 – 11:40 | Food Adulteration (Part 2)
<i>Melvin S. Drozen, Partner</i> |
| 11:40 – 12:00 | <ul style="list-style-type: none"> • Filth/Insanitary Conditions • Unfit for Food, Emergency Permit Exemptions, and Good Manufacturing Practice/HACCP • Adulteration Contrast with EU- <i>Katia Merten-Lentz</i> |
| 12:00 – 13:15 | Lunch (<i>provided by Keller and Heckman LLP</i>) |
| 13:15 – 14:30 | Food Safety Modernization Act (FSMA) Requirements
<i>Evangelia C. Pelonis, Partner</i> |
| 14:30 – 14:45 | <ul style="list-style-type: none"> • Hazard Analysis and Risk-Based Preventive Controls (HARPC) • Foreign Supplier Verification Program (FSVP) • FSMA Contrast with EU- <i>Katia Merten-Lentz</i> |
| 14:45 – 15:00 | Break |
| 15:00 – 16:15 | Food Ingredient/Additive Clearance Process
<i>Evangelia C. Pelonis, Partner</i> |
| 16:15 – 16:45 | <ul style="list-style-type: none"> • Food and Color Additive Petitions • Delaney Anti-Cancer Clause • Food-Contact Materials • Dietary Ingredients • “Generally Recognized as Safe” (GRAS) Process • Ingredient Clearance Contrast with EU- <i>Katia Merten-Lentz</i> |
| 17:00 – 18:30 | Networking Cocktail Reception |

DAY TWO: Thursday, 3 October 2019

INSTRUCTORS: Melvin S. Drozen, Richard F. Mann, Katia Merten-Lentz, Evangelia C. Pelonis, and Frederick A. Stearns

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| 8:30 – 9:00 | Continental Breakfast |
| 9:00 – 10:30 | <p>Mandatory Food Labeling Requirements
 <i>Melvin S. Drozen, Partner, and Evangelia C. Pelonis, Partner</i></p> <ul style="list-style-type: none"> • Product Identity Statement, Net Quantity of Contents Statement, Ingredient Declaration, Signature Line • Nutrition Labeling • Bioengineered Food Labeling • Mandatory Labeling Contrast with EU– <i>Katia Merten-Lentz</i> |
| 10:30 – 10:45 | |
| 10:45 – 11:00 | Break |
| 11:00 – 12:30 | <p>Claims on the Food Label
 <i>Richard F. Mann, Partner</i></p> <ul style="list-style-type: none"> • Nutrient Content Claims, Fresh, Healthy, Natural • Organic, Health Claims, Structure-Function Claims • Food Label Claims Contrast with EU– <i>Katia Merten-Lentz</i> |
| 12:30 – 12:45 | |
| 12:45 – 13:30 | Lunch (<i>provided by Keller and Heckman LLP</i>) |
| 13:30 – 14:30 | <p>Food Promotion/Advertising
 <i>Richard F. Mann, Partner</i></p> <p>When Is a Claim -</p> <ul style="list-style-type: none"> • Constitutionally Protected? • Non-Actionable Puffery? • Material? • Substantiated Adequately? • Deceptive/Misleading? • False/Unfair/Banned? • Advertising Contrast with EU– <i>Katia Merten-Lentz</i> |
| 14:30 – 14:45 | |
| 14:45 – 15:00 | Break |
| 15:00 – 16:30 | <p>Enforcement Procedures, Tools, and Related Issues
 <i>Frederick A. Stearns, Partner</i></p> <ul style="list-style-type: none"> • Importing Food into the U.S. • Managing Facility Inspections and Record Review • Recalls: Overview and Tips for Handling • Warning Letters • California Proposition 65 • Class Action Lawsuits • Enforcement Contrast with EU– <i>Katia Merten-Lentz</i> |
| 16:30 – 16:45 | |
| 16:45 | Seminar Adjourns |