

DAY ONE: Tuesday, March 26, 2019

INSTRUCTORS: Melvin S. Drozen, Evangelia C. Pelonis, Frederick A. Stearns, and Natalie E. Rainer

8:00 a.m. – 8:30 a.m.	Registration/Continental Breakfast
8:30 a.m. – 9:00 a.m.	Welcome and Introductory Activities <i>Melvin S. Drozen, Partner</i>
9:00 a.m. – 9:45 a.m.	Statutory Framework and Jurisdiction <i>Frederick A. Stearns, Partner</i> <ul style="list-style-type: none">• Federal Food, Drug, and Cosmetic Act and related statutes• Interstate Commerce• Classification as Food, Drug, Dietary Supplement, Cosmetic
9:45 a.m. – 10:30 a.m.	Adulteration I <i>Frederick A. Stearns, Partner</i> <ul style="list-style-type: none">• “Poisonous”; Added/Deleterious; “May Render Injurious”; “Ordinarily Injurious”
10:30 a.m. – 10:45 a.m.	Break
10:45 a.m. – 12:00 p.m.	Adulteration II <i>Evangelia C. Pelonis, Partner</i> <ul style="list-style-type: none">• Intentional Additives (Food and Color Additives, Pesticide Chemicals, Food-Contact Materials)• GRAS Status
12:00 p.m. – 1:30 p.m.	Lunch (<i>on your own</i>)
1:30 p.m. – 2:30 p.m.	Adulteration III <i>Frederick A. Stearns, Partner</i> <ul style="list-style-type: none">• Delaney Clause• Unintentional Additives (<i>e.g.</i>, Food-Contact Substances, Pesticide Residues, Environmental Contaminants)• Dietary Ingredients
2:30 p.m. – 3:00 p.m.	Adulteration IV <i>Melvin S. Drozen, Partner</i> <ul style="list-style-type: none">• Filth
3:00 p.m. – 3:15 p.m.	Break
3:15 p.m. – 4:00 p.m.	Adulteration IV - continued <i>Melvin S. Drozen, Partner</i> <ul style="list-style-type: none">• Unfit for Food, Emergency Permit Exemptions, and Good Manufacturing Practice/HACCP/HARPC
4:00 p.m. – 4:45 p.m.	FDA Food Safety Modernization Act <i>Natalie E. Rainer, Associate</i>
5:00 p.m. – 6:45 p.m.	Networking Cocktail Reception

DAY TWO: Wednesday, March 27, 2019

INSTRUCTORS: Mitzi N. Clark, Robert S. Niemann, Evangelia C. Pelonis, Frederick A. Stearns, Nury H. Yoo, and Natalie E. Rainer

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| 8:00 a.m. – 8:30 a.m. | Continental Breakfast |
| 8:30 a.m. – 10:15 a.m. | Mandatory Label Requirements and Nutrition Labeling
<i>Evangelia C. Pelonis, Partner</i>
<i>Natalie E. Rainer, Associate</i> |
| 10:15 a.m. – 10:30 a.m. | Break |
| 10:30 a.m. – 11:15 a.m. | Mandatory Label Requirements and Nutrition Labeling – continued
<i>Evangelia C. Pelonis, Partner</i>
<i>Natalie E. Rainer, Associate</i> |
| 11:15 a.m. – 12:00 p.m. | Nutrient Content Claims and Fresh, Natural, etc.
<i>Evangelia C. Pelonis, Partner</i>
<i>Nury H. Yoo, Counsel</i> |
| 12:00 p.m. – 1:30 p.m. | Lunch
<i>Complimentary networking lunch with Keller and Heckman guest speaker</i>
Food Fight: What’s Cookin’ in the Food Court?
<i>Robert S. Niemann, Partner</i> |
| 1:30 p.m. – 2:00 p.m. | Nutrient Content Claims and Fresh, Natural, etc. – continued
<i>Evangelia C. Pelonis, Partner</i>
<i>Nury H. Yoo, Counsel</i> |
| 2:00 p.m. – 3:00 p.m. | Organic, Health Claims, Qualified Health Claims, and GM Labeling
<i>Evangelia C. Pelonis, Partner</i>
<i>Natalie E. Rainer, Associate</i> |
| 3:00 p.m. – 3:15 p.m. | Break |
| 3:15 p.m. – 3:45 p.m. | “Structure/Function” Claims (Foods and Dietary Supplements)
<i>Frederick A. Stearns, Partner</i> |
| 3:45 p.m. – 4:15 p.m. | Dietary Supplement Requirements, Juice Labeling, and Other Labeling Issues
<i>Nury H. Yoo, Counsel</i> |
| 4:15 p.m. – 5:00 p.m. | California’s Proposition 65
<i>Mitzi N. Clark, Partner</i> |

DAY THREE: Thursday, March 28, 2019

INSTRUCTORS: Richard F. Mann, Robert S. Niemann, Evangelia C. Pelonis, and Frederick A. Stearns

8:00 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 10:15 a.m.

Approving, Defending and Challenging Food Advertising Claims

Richard F. Mann, Partner

When Is a Claim -

- Constitutionally Protected?
- Non-Actionable Puffery?
- Material?
- Substantiated Adequately?
- Deceptive/Misleading?
- False?
- Unfair?
- Banned?

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:45 a.m.

FDA Inspections and Food Import Issues

Evangelia C. Pelonis, Partner

Frederick A. Stearns, Partner

- Managing Inspections, Record Review and Photographs
- Recordkeeping and Retention
- Food Import Procedures and Requirements

11:45 a.m. – 12:30 p.m.

Working Lunch (*provided by Keller and Heckman LLP*)

12:30 p.m. – 1:00 p.m.

Current Trends in Class Actions

Robert S. Niemann, Partner

1:00 p.m. – 2:00 p.m.

FDA Enforcement Tools

Frederick A. Stearns, Partner

- Recalls: Overview and Tips for Handling
- Enforcement Discretion, Warning Letters, Administrative Detention, Suspension of Food Facility Registration, Seizures, Injunctions, Criminal Prosecutions, Publicity

2:00 p.m.

Wrap Up Discussion and Seminar Adjourns

Keller and Heckman LLP attorneys