



3rd Annual Conference - Now in Denver *Live!*

FOOD LAW

Innovative Foods & Other Hot Topics
April 19-20, 2018 • ART Hotel • Denver

Dear Colleague:

We are pleased to invite you to the Third Annual Food Law Conference in Denver. Enjoy an all-new program exploring innovative foods and other hot topics in food law for the upcoming year. Hear from some of the biggest names in the food industry with featured presentations from:

- **Susan T. Mayne, PhD, Director, Center for Food Safety and Applied Nutrition (CFSAN)**
US Food and Drug Administration (FDA), College Park, MD
- **Peter Lurie, MD, MPH, Executive Director and President**
Center for Science in the Public Interest (CSPI), Washington, DC

This year's panels and presentations include an impressive and diverse faculty of practitioners, regulators, and academics, as well as other influencers and stakeholders from:

- **Australian Olive Association**
- **Blue Apron**
- **Boulder Brands**
- **Center for Science in the Public Interest**
- **Charles River Associates**
- **Clif Bar**
- **Danone**
- **EAS Consulting Group**
- **The Good Food Institute**
- **Grocery Manufacturers Association**
- **Impossible Foods!**
- **Mars**
- **National Cannabis Industry Association**
- **Non-GMO Project**
- **UCLA School of Law**
- **University of Denver Sturm College of Law**
- **US Department of Agriculture**
- **US Food and Drug Administration**
- **US Pharmacopeia**
- **Whole Foods Market**
- ... and some of the nation's leading law firms!

Enjoy invaluable opportunities to network with your colleagues and food law experts. If you have any involvement in the food industry, this is a conference you don't want to miss! We look forward to seeing you in Denver.

Sincerely,



Sascha Henry, Esq.
Program Co-Chair
SheppardMullin
Los Angeles, CA



Michael R. Reese, Esq.
Program Co-Chair
Reese
New York, NY



Christopher Van Gundy, Esq.
Program Co-Chair
Keller and Heckman
San Francisco, CA

P.S. Please join us on Thursday evening for a networking cocktail reception sponsored by:



CONFERENCE LOCATION & HOTEL ACCOMMODATIONS



ART Hotel

1201 Broadway Street
Denver, CO 80203

The ART Hotel is a luxury downtown Denver boutique hotel that perfectly captures the dynamic spirit of the Cultural District and is minutes away from Denver's Central Business District. The ART Hotel is a perfect blend of refined comfort and intimate service, with contemporary design; luxurious amenities; and works of art gracing two galleries, spilling into the hallways and adorning every guest room.

Hotel Reservations

ART Hotel 1-844-278-7829
Group Code: 1804CLE



Join Us in Denver!

Denver is a sophisticated urban oasis offering endless outdoor adventures. Art, culture, history, and the great outdoors can all be found just away steps from the ART Hotel.

THURSDAY, APRIL 19

- 8:00 Registration and Continental Breakfast
- 8:30 **Introduction and Welcome**
Overview of Day One
Sascha Henry, Esq., Program Co-Chair
SheppardMullin, Los Angeles, CA
Michael R. Reese, Esq., Program Co-Chair, Reese, New York, NY
Christopher Van Gundy, Esq., Program Co-Chair
Keller and Heckman, San Francisco, CA
- 8:45 **Innovative Foods**
An Overview of Regulatory Challenges
Michael T. Roberts, Executive Director
Resnick Program for Food Law and Policy, UCLA School of Law
Los Angeles, CA
- 9:30 **Featured Presentation**
The Director of CFSAN Reports
Susan T. Mayne, PhD, Director, CFSAN, FDA, College Park, MD
- 10:15 Networking Break
- 10:30 **Hide or Seek**
Counseling Innovative Start-Ups and Foods
Leslie T. Krasny, Esq., Keller and Heckman, San Francisco, CA
- 11:00 **Regulating Outside the Box**
Perspectives from Industry and Law
Valerie Madamba, Esq., Food Regulatory Counsel
Blue Apron, New York, NY
Brian P. Sylvester, Esq., Keller and Heckman, Washington, DC
- 11:45 **Innovative Claims**
USDA Review
Steven H. Armstrong, Esq., Independent Advisor
EAS Consulting Group, Naples, FL
Jeffrey Canavan, Deputy Director Labeling & Program Delivery
Food Safety Inspection Services (FSIS), USDA, Washington, DC
- 12:30 Lunch Break (on your own)
- 1:45 **Category Innovation**
Simple, Organic, Gluten-Free, Plant Based, Low Sodium
Karin F.R. Moore, Esq., General Counsel
Grocery Manufacturers Association, Washington, DC
Jessica Morgan, Esq., Associate General Counsel
Boulder Brands, Boulder, CO
- 2:30 **Clean and Plant-Based Meat**
The Future is Here
Jessica Almy, Esq., Policy Director
The Good Food Institute, Washington, DC
Myra Pasek, Esq., General Counsel
Impossible Foods!, Redwood City, CA
- 3:15 Networking Break
- 3:30 **Innovative Foods and the First Amendment**
The Interplay
Maia Kats, Esq., Litigation Director, CSPI, Washington, DC
Justin Marceau, Professor of Law
Sturm College of Law, University of Denver, CO
- 4:00 **It's Only Natural**
Current Issues for Non-GMO Products
Erin Matchett, Marketing Manager
Non-GMO Project, Bellingham, WA
- 4:30 **General Counsel Perspectives**
A Roundtable Discussion
Christina Eisenhard, Esq., General Counsel, Danone US, Denver, CO
John Luedke, Esq., General Counsel, Mars, Washington, DC
Bruce Lymburn, Esq., General Counsel and Secretary
Clif Bar & Co., Emeryville, CA
Heather Stern, Esq., General Counsel and Global Vice-President
Whole Foods Market, Austin, TX
Moderator: Sascha Henry, Esq., Program Co-Chair
- 5:30 Adjourn to Private Networking Reception Sponsored by:



FRIDAY, APRIL 20

- 8:00 Continental Breakfast
- 8:30 **Welcome Back**
Overview of Day Two
Sascha Henry, Esq., Program Co-Chair
Michael R. Reese, Esq., Program Co-Chair
Christopher Van Gundy, Esq., Program Co-Chair
- 8:45 **Everything Old Is New Again**
The Case of EVOO
Alissa Jijon, Esq., Senior Counsel, Global Legal Affairs
US Pharmacopeia, Washington, DC
Paul Miller, President Emeritus
Australian Olive Association, Melbourne, Australia
- 9:30 **Class Actions Panel**
Tales from the Food Court
Timothy G. Blood, Esq.
Blood Hurst & O'Reardon, San Diego, CA
Hannah Y. Chanoine, Esq.
O'Melveny, New York, NY
Timothy Snail, Vice President
Charles River Associates, Boston, MA
Moderator: Christopher Van Gundy, Esq., Program Co-Chair
- 10:30 Networking Break
- 10:45 **Ethics, Edibles, and Entrepreneurs**
Celebrating 420
Sam Kamin
Vicente Sederberg Professor of Marijuana Law and Policy
Sturm College of Law, University of Denver, CO
Henry Wykowski, Esq., General Counsel
National Cannabis Industry Association (NCIA), San Francisco, CA
- 11:45 **Wage and Hour**
Issues for Food Companies
Derek Havel, Esq.
SheppardMullin, Los Angeles, CA
John Hempfling, Esq., Senior Global Litigation Counsel
Whole Foods Market, Austin, TX
- 12:30 Lunch Break (on your own)
- 1:45 **Featured Presentation**
From the Consumer Corner
Peter Lurie, MD, MPH, Executive Director and President
CSPI, Washington, DC
- 2:30 **Taking Another Look at Innovative Foods**
Class Actions, Regulatory Gaps, Food Policy
Charles C. Sipos, Esq.
Perkins Coie, Seattle, WA
Melissa S. Weiner, Esq.
Halunen Law, Minneapolis, MN
Moderator: Michael R. Reese, Esq., Program Co-Chair
- 3:30 Evaluations and Adjourn

Earn up to 12 Hours MCLE Credit
Including One Hour of Ethics

PROGRAM CO-CHAIRS

Sascha Henry is a partner at Sheppard Mullin and Chair of the firm’s Food and Beverage Industry Team. She defends clients in complex business litigation and consumer class actions and advises food and beverage clients in labeling and marketing issues. Ms. Henry recently prevailed on summary judgment in a class action involving allegations of false labeling of food and, in 2011, prevailed in a complex business fraud case, resulting in a jury verdict of more than \$300 million.

Michael R. Reese is the founder of Reese LLP and litigates class actions on behalf of consumers, with a focus on food related cases. Mr. Reese and his firm have been responsible for the removal of trans-fat from popular consumer products; changes to labeling and marketing of a number of foods; and reimbursements of tens of millions of dollars to consumers. He is a respected lecturer and author on food law issues and an adjunct professor at Brooklyn Law.

Christopher G. Van Gundy is a partner at Keller Heckman in the Litigation and Food and Drug practices. He focuses on food law litigation, regulation and policy, including class actions, Proposition 65, supply chain liability and authenticity issues, false advertising and food marketing claims, brand protection, trademark disputes, and distribution contract drafting and disputes.

FEATURED PRESENTERS

Peter Lurie, MD, MPH
Executive Director and President
CSPI, Washington, DC

Susan T. Mayne, PhD, Director, CFSAN
FDA, College Park, MD

SPEAKERS

Jessica Almy, Esq., Policy Director
The Good Food Institute, Washington, DC

Steven H. Armstrong, Independent Advisor
EAS Consulting Group, Naples, FL

Timothy G. Blood, Esq.
Blood Hurst & O’Reardon, San Diego, CA

Jeffrey Canavan, Deputy Director Labeling and Program Delivery
FSIS, USDA, Washington, DC

Hannah Chanoine, Esq.
O’Melveny & Myers, New York, NY

Christina Eisenhard, Esq., General Counsel
Danone U.S., Denver, CO

Derek Havel, Esq.
SheppardMullin, Los Angeles, CA

John Hempfling, Esq.
Senior Global Litigation Counsel
Whole Foods Market, Austin, TX

Alissa Jijon, Senior Counsel, Global Legal Affairs
US Pharmacopeia, Washington, DC

Sam Kamin, Vicente Sederberg Professor of Marijuana Law and Policy
Sturm College of Law, University of Denver, CO

Maia Kats, Esq., Litigation Director
CSPI, Washington, DC

Leslie T. Krasny, Esq.
Keller and Heckman, San Francisco, CA

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Mars, Washington, DC

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Blue Apron, New York, NY

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Perkins Coie, Seattle, WA

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Whole Foods Market, Austin, TX

Brian P. Sylvester, Esq.
Keller and Heckman, Washington, DC

Melissa S. Weiner, Esq.
Halunen Law, Minneapolis, MN

Henry Wykowski, Esq., General Counsel
NCIA, San Francisco, CA

4 EASY WAYS TO REGISTER

**1 cle.com/
FoodLawConference**

2 FAX
(303) 321-6320

3 PHONE
(800) 873-7130

4 MAIL
7995 East Prentice Avenue
Suite 200
Greenwood Village, CO 80111

YES! Please register the following:

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Name _____

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Name _____

Email _____ **PLEASE PRINT**

Firm _____

Address _____

City _____

State _____ Zip+4 _____

Phone _____ Fax _____

Cancellation

Full tuition refunds (less a \$75 administrative charge) will be given only if notice of cancellation is received at least seven days prior to the Conference. Substitutions may be made at any time.

Course Materials provided in electronic format only.

Tuition - Includes Course Materials. Same price as last year!

- \$795 per person
- \$695 each for 2 or more
- \$595 each for 5 or more

Government, 501(c)(3) organizations, full-time judges, law students, and paralegals:

- \$695 per person
- \$595 each for 2 or more
- \$495 each for 5 or more

Audio Home Study - available after the Conference

- \$795 Audio transcript and Course Materials

Course Materials Only - available after the Conference

- \$250

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Earn up to 12 Hours MCLE Credit
Including One Hour of Ethics

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Government, Academia, Industry & Consumer Perspectives
April 19-20, 2018 • ART Hotel • Denver

Two Featured Presentations!

The Director of CFSAN Reports



Susan T. Mayne, PhD, Director
Center for Food Safety and Applied Nutrition
US Food and Drug Administration
College Park, MD

Susan T. Mayne leads the center's development and implementation of programs and policies related to the composition, quality, safety, and labeling of foods, food and color additives, and cosmetics. Dr. Mayne has conducted extensive research into the complex role of food, nutrition, and other health behaviors as determinants of chronic disease risk. Before joining the FDA, Dr. Mayne was the Charles-Edward Amory Winslow Professor and Chair of the Department of Chronic Disease Epidemiology at the Yale School of Public Health, and Associate Director of Yale Cancer Center.

From the Consumer Corner



Peter Lurie, MD, MPH
Executive Director and President
CSPI, Washington, DC

Peter Lurie leads CSPI, a nonprofit nutrition and food-safety watchdog organization. Previously, Dr. Lurie was the Associate Commissioner for Public Health Strategy and Analysis at the FDA, where he worked on antimicrobial resistance, transparency, caffeinated beverages, arsenic in rice, fish consumption by pregnant and nursing women, expanded access to investigational drugs, and prescription drug abuse. Prior to that, he was Deputy Director of Public Citizen's Health Research Group, where he addressed drug and device issues and coauthored the organization's *Worst Pills, Best Pills* consumer guide to medications.

REGISTER NOW! cle.com/FoodLawConference or (800) 873-7130