



Join Us in Austin for the 2nd Annual Conference – LIVE!

FOOD LAW

A Comprehensive Review of the Evolving Legal Landscape May 11-12, 2017 • Omni Downtown • Austin

Dear Colleague:

The feedback provided by attendees at our inaugural Food Law Conference in 2016 confirms that executives, attorneys, professors, nongovernmental organizations (NGOs), and other stakeholders in food and the food industry are hungry for the latest information on the legal and other issues that food presents.

The food landscape is rapidly changing as an increasingly engaged and educated customer base, as well as rapidly developing new technologies, redefine the business to which the food industry must adapt. Hear from front-line practitioners, regulators, academics, as well as other influencers and stakeholders about what is in store in the year ahead.

This year's panels and presentations will include:

- **Legal Efforts to Reduce Sugar Consumption**
- **Navigating the Labeling and Marketing Claim Minefield**
- **Recalls and Misdemeanor Liability**
- **Government Perspectives**
- **Process Labeling**
- **The Latest on Food Safety Litigation**
- **Two-Part Class Action Panel**
- **Special Food and Politics Panel**
- **Proposition 65**
- **Ethics in Client Outreach**
- **Hullabaloo about "Healthy"**
- **FSMA Update**
- **Data-Driven Dining**
- **The Food Industry: Trends of the Future ... and more!**

Don't miss this invaluable opportunity to network with your colleagues and other Food Law experts. This is a conference you don't want to miss! We look forward to seeing you in May.

Sincerely,

Sascha Henry



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

Michael Reese



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

Christopher Van Gundy



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

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



CONFERENCE LOCATION & HOTEL ACCOMMODATIONS



Omni Downtown Austin
700 San Jacinto at 8th Street
Austin, TX 78701

The Omni Downtown Austin Hotel is luxury right in the heart of Texas, steps away from the Texas State Capitol and Austin Convention Center, with easy access to the 6th Street Entertainment District. Offering a taste of Texas hospitality, this magnificently appointed hotel surrounds you with comfort and style. The hotel is just seven miles from Austin Bergstrom International Airport.

For Hotel Reservations

Omni Downtown
1-800-THE-OMNI
www.omnihotels.com/hotels/austin-downtown
Group Code: CLE Conference

THURSDAY, MAY 11

- 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 G. Van Gundy, Esq., Program Co-Chair
Keller and Heckman, San Francisco, CA
- 8:45 **Featured Presentation**
Sugar Sweetened Law: Legal Efforts to Reduce Sugar Consumption
Michael T. Roberts, Executive Director of the Resnick Program for Food Law and Policy
UCLA School of Law, Los Angeles, CA
- 9:45 **Hunger Games**
Navigating the Labeling and Marketing Claim Minefield
Michelle C. Jackson, Esq.
Venable, Washington, DC
- 10:30 Networking Break
- 10:45 **Government Perspective**
USDA and FSIS Developments and Issues
Jeffrey W. Canavan
Deputy Director Labeling and Program Delivery Staff
Food Safety Inspection Services (FSIS)
US Department of Agriculture (USDA), Washington, DC
- 11:30 **Process Labeling**
Pathways to Transparency
Steven H. Armstrong, Esq., Independent Advisor
EAS Consulting Group, Naples, FL
Jeffrey Waite, Chief, Audit Services
Agricultural Marketing Service (AMS), USDA, Washington, DC
- 12:30 Lunch Break (on your own)
- 1:45 **The Latest on Food Safety Litigation**
Cutting Edge Pathogen Detection Techniques, Jury Attitudes, and Effective Experts
David A. Ernst, Esq.
Davis Wright Tremaine, Portland, OR
- 2:30 **Class Actions Part I: Merits Update**
Trends and Developments (Substantive Claims and Slackfill)
David T. Biderman, Esq.
Perkins Coie, Los Angeles and San Francisco, CA
Michelle Gillette, Esq.
Crowell & Moring, San Francisco, CA
Maia Kats, Esq., Litigation Director
Center for Science in the Public Interest (CSPI), Washington, DC
Michael R. Reese, Esq., Program Co-Chair
Moderator: **Sascha Henry, Esq., Program Co-Chair**
- 3:30 Networking Break
- 3:45 **Proposition 65**
The Consumer Attorney Perspective
Sarah Esmaili, Esq.
Arnold & Porter, San Francisco, CA
Daniel L. Warshaw, Esq.
Pearson, Simon & Warshaw, Sherman Oaks, CA
- 4:30 **Ethics in Client Outreach**
Recalls of Contaminated Food and Special Duties Arising from Settlements
John Hempfling, Esq., Global Litigation Counsel
Whole Foods Market, Austin, TX
Kelly G. Laudon, Esq.
Lindquist, Minneapolis, MN
Melissa W. Wolchansky, Esq.
Halunen Law, Minneapolis, MN
- 5:30 Adjourn to Private Networking Reception Sponsored by:



FRIDAY, MAY 12

- 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 G. Van Gundy, Esq., Program Co-Chair
- 8:45 **Hullabaloo About Healthy**
Nutrition Bars, Total Fat, and the Like
Hannah Chanoine, Esq.
O'Melveny & Myers, New York, NY
Sascha Henry, Esq., Program Co-Chair
- 9:30 **Special Food and Politics Panel**
Where Should Food Policy Be Made?
Timothy G. Blood, Esq.
Blood Hurst & O'Reardon, San Diego, CA
Ani Gulati, Esq., Associate General Counsel
Chief Litigation Counsel
General Mills, Golden Valley, MN
Michael Jacobson, Co-founder & President
Center for Science in Public Interest, Washington, DC
Karin F.R. Moore, Esq., Senior Vice President & General Counsel
Grocery Manufacturers Association (GMA), Washington, DC
Moderator: **Michael R. Reese, Esq., Program Co-Chair**
- 10:30 Networking Break
- 10:45 **FSMA Update**
New Guidance
Christopher G. Van Gundy, Esq., Program Co-Chair
- 11:30 **Recalls and Misdemeanor Liability**
Implications for Food Company Executives
Leslie T. Krasny, Esq.
Keller and Heckman, San Francisco, CA
- 12:15 Lunch Break (on your own)
- 1:30 **Featured Presentation**
The Food Industry: Trends of the Future
Jacob E. Gersen, Esq., Professor of Law
Harvard Law School, Cambridge, MA
- 2:15 **Data-Driven Dining**
Privacy and Cybersecurity Issues for Food Companies
Susan Brye, Esq., Corporate Counsel
T-Mobile, Bellevue, WA
Laura E. Jehl, Esq.
SheppardMullin, Washington, DC
- 3:00 Networking Break
- 3:15 **Class Actions Part II: Procedure Update**
Substantive Claims: Slackfill, Added Sugar, and Beyond
Sarah L. Brew, Esq.
Faegre Baker Daniels, Minneapolis, MN
Henry J. Kelston, Esq.
Milberg, New York, NY
Kiran Mehta, Esq.
Troutman Sanders, Charlotte, NC
Gillian L. Wade, Esq.
Milstein, Adelman, Jackson, Fairchild & Wade, Los Angeles, CA
Moderator: **Sascha Henry, Esq., Program Co-Chair**
- 4:30 Evaluations and Adjourn

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

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

PROGRAM CO-CHAIRS

Sascha Henry is a partner at Sheppard Mullin and is Co-Chair of the firm's Food and Beverage Industry Team. She defends clients in complex business litigation and consumer class actions and also advises food and beverage clients in labeling and marketing issues. Ms. Henry recently defeated class certification of a nationwide class action involving allegations of false labeling of food. In 2011, she prevailed in a complex business fraud case, resulting in a jury verdict of more than \$300 million for her client.

Michael R. Reese is the founder of Reese LLP, a firm that litigates class actions on behalf of consumers, with a focus on food related cases. Mr. Reese and his firm have served as class counsel and 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 and Heckman in the firm's Litigation and Food and Drug practices. His practice focuses on food law litigation, regulation, and policy, including class actions, supply chain liability and authenticity ("food fraud") issues, false advertising and food marketing claims, brand protection, trademark disputes, distribution disputes, and development and enforcement of food standards.

FEATURED PRESENTERS

Michael T. Roberts, Executive Director of the Resnick Program for Food Law and Policy
UCLA School of Law, Los Angeles, CA
Jacob E. Gersen, Esq., Professor of Law
Harvard Law School, Cambridge, MA

FACULTY

Steven H. Armstrong, Esq.
EAS Consulting Group, Naples, FL
David T. Biderman, Esq.
Perkins Coie, Los Angeles and San Francisco, CA
Timothy G. Blood, Esq.
Blood Hurst & O'Reardon, San Diego, CA
Sarah L. Brew, Esq.
Faegre Baker Daniels, Minneapolis, MN
Susan Brye, Esq., Corporate Counsel
T-Mobile, Bellevue, WA
Jeffrey W. Canavan, Deputy Director Labeling and Program Delivery Staff
FSIS, USDA, Washington, DC

FACULTY

Hannah Chanoine, Esq.
O'Melveny & Myers, New York, NY
David A. Ernst, Esq.
Davis Wright Tremaine, Portland, OR
Sarah Esmaili, Esq.
Arnold & Porter, San Francisco, CA
Michelle Gillette, Esq.
Crowell & Moring, San Francisco, CA
Ani Gulati, Esq., Associate General Counsel Chief Litigation Counsel
General Mills, Golden Valley, MN
John Hempfling, Esq., Global Litigation Counsel
Whole Foods Market, Austin, TX
Michelle C. Jackson, Esq.
Venable, Washington, DC
Michael Jacobson, Co-founder & President
CSPI, Washington, DC
Laura E. Jehl, Esq.
SheppardMullin, Washington, DC
Maia Kats, Esq., Litigation Director
CSPI, Washington, DC

Henry J. Kelston, Esq.
Milberg, New York, NY
Leslie T. Krasny, Esq.
Keller and Heckman, San Francisco, CA
Kelly G. Laudon, Esq.
Lindquist, Minneapolis, MN
Kiran Mehta, Esq.
Troutman Sanders, Charlotte, NC
Karin F.R. Moore, Esq. Senior Vice President & General Counsel
GMA, Washington, DC
Gillian L. Wade, Esq.
Milstein, Adelman, Jackson, Fairchild & Wade
Los Angeles, CA
Jeffrey Waite, Chief, Audit Services
Agricultural Marketing Service (AMS), USDA
Washington, DC
Daniel L. Warsaw, Esq.
Pearson, Simon & Warsaw, Sherman Oaks, CA
Melissa W. Wolchansky, Esq.
Halunen Law, Minneapolis, MN

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Cancellation

Full tuition refunds (less a \$75 administrative charge) will be given only if notice of cancellation is received by 5:00 pm MST on the Friday prior to the Conference. Substitutions may be made at any time.

Course Materials provided in electronic format only.

Tuition - same price as last year!

- \$795 per person
- \$695 each for two or more
- \$695 each for government, 501(c)(3) organizations, full-time judges, law students and paralegals
- \$595 each for two or more government, 501(c)(3) organizations, full-time judges, law students and paralegals

Home Study - available after the Conference

- Audio transcript and course materials
- \$795 plus \$10 shipping and handling

Course Materials Only

- \$250 plus \$10 shipping and handling

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May 11-12, 2017 • Omni Downtown • Austin



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

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FOOD LAW

Industry, Consumer, Academia,
NGO & Government Perspectives
May 11-12, 2017 • Omni Downtown • Austin

Two Featured Presentations!

The Food Industry: Trends of the Future



Jacob E. Gersen
Professor of Law
Harvard Law School, Cambridge, MA

Jacob E. Gersen is Professor of Law at Harvard Law School, Affiliate Professor in the Department of Government, and the Founder and Director of the Food Law Lab. The Food Law Lab supports academic research on the legal treatment of food in society. He is also the co-editor of *Food Law & Policy*, a new casebook to be published by Wolters Kluwer. Professor Gersen is currently working on a book titled *From Court To Table* about the relationship between law and food. In addition to publications in law reviews and political science journals, his work has appeared in the *New York Times*, *Wall Street Journal*, *Time*, *Forbes*, and his occasional blog *CourtToTable.org*.

Sugar Sweetened Law: Legal Efforts to Reduce Sugar Consumption



Michael T. Roberts, Executive Director of the Resnick Program for Food Law and Policy
UCLA School of Law, Los Angeles, CA

Michael T. Roberts is the founding Executive Director of the newly established Resnick Program for Food Law and Policy at UCLA School of Law. He is well versed in a broad range of legal and policy issues from farm to fork in local, national, and global food supply systems. He is a prolific author, having contributed to books and having written several articles on food regulation, trade, and policy issues. He wrote the first major treatise on food law, titled *Food Law in the United States*, published by Cambridge University Press.

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