



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**
- **Memphis Meats**
- **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 (303) 572-8000  
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.**, Wiley Rein, 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  
**Eric Schulze, PhD, VP Product and Regulation**  
Memphis Meats, San Leandro, 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

**John Luedke, Esq., General Counsel**  
Mars, Washington, DC

**Bruce Lymburn, General Counsel and Secretary**  
Clif Bar & Co., Emeryville, CA

**Valerie Madamba, Esq., Food Regulatory Counsel**  
Blue Apron, New York, NY

**Justin Marceau, Professor of Law**  
Sturm College of Law, University of Denver, CO

**Erin Matchett, Marketing Manager**  
Non-GMO Project, Bellingham, WA

**Paul Miller, President Emeritus**  
Australian Olive Association, Melbourne, AUS

**Karin F.R. Moore, Esq., General Counsel**  
Grocery Manufacturers Association, Washington, DC

**Jessica Morgan, Esq.**  
Associate General Counsel  
Boulder Brands, Boulder, CO

**Myra Pasek, Esq., General Counsel**  
Impossible Foods!, Redwood City, CA

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

**Eric Schulze, PhD, VP Product and Regulation**  
Memphis Meats, San Leandro, CA

**Charles C. Sipos, Esq.**  
Perkins Coie, Seattle, WA

**Timothy Snail, Vice President**  
Charles River Associates, Boston, MA

**Heather Stern, Esq., General Counsel**  
Whole Foods Market, Austin, TX

**Brian P. Sylvester, Esq.**  
Wiley Rein, Washington, DC

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

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

<b>4 EASY WAYS TO REGISTER</b>	<b>1</b> <a href="http://cle.com/FoodLawConference">cle.com/ FoodLawConference</a>	<b>2</b> <b>FAX</b> (303) 321-6320	<b>3</b> <b>PHONE</b> (800) 873-7130	<b>4</b> <b>MAIL</b> 7995 East Prentice Avenue Suite 200 Greenwood Village, CO 80111
--------------------------------	--	---------------------------------------	---	---

**YES!** Please register the following:

Name \_\_\_\_\_  
 Email \_\_\_\_\_ **PLEASE PRINT**

Name \_\_\_\_\_  
 Email \_\_\_\_\_ **PLEASE PRINT**

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

**Payment**

Check payable to CLE International \$ \_\_\_\_\_ or charge my:

- VISA  MASTERCARD  AMEX Expiration Date: \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Card No. \_\_\_\_\_

Signature \_\_\_\_\_

# FOOD LAW



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



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

REGISTER NOW! [cle.com/FoodLawConference](http://cle.com/FoodLawConference) or (800) 873-7130



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

# FOOD LAW

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](http://cle.com/FoodLawConference) or (800) 873-7130