



Challenges Facing the Food & Beverage Industries in Complex Consumer Litigations

Tuesday, November 10, 2015

Grand Hyatt Hotel • Washington, D.C.



Conference Co-Chairs:

Faith R. Greenfield, Esq.
Vice President – Legal
Campbell Soup Company
Camden, NJ

Ronald J. Levine, Esq.
Herrick, Feinstein LLP
New York, NY

Perrin Conferences

PROGRAM AGENDA – Tuesday, November 10, 2015

7:30 AM **Breakfast**
Located in Declaration A
(Sponsored by: DLA PIPER)

8:00 AM **Registration**
Located in Constitution

8:30 AM **Opening Remarks**

Faith R. Greenfield, Esq., Vice President-Legal, Campbell Soup Company, Camden, NJ

Ronald J. Levine, Esq., Herrick, Feinstein LLP, New York, NY

8:45 AM **The Legislative Scene: Update on GMO Labeling**

- Overview of current FDA policy and proposed federal legislation
- Industry's stand against state-by-state labeling
- Is the labeling debate taking the focus off other critical issues?
- How should industry think about engaging with government?

Steve Armstrong, Chief Food Law Counsel, Campbell Soup Company, Camden, NJ

Veronica Colas Esq., Hogan Lovells, Washington, D.C.

Gregory Jaffe, Director, Agricultural Biotechnology Project, Center for Science in the Public Interest, Washington, D.C.

Karin F. R. Moore, Esq., Vice President & General Counsel, Grocery Manufacturer's Association, Washington, D.C.

Steven C. Parrish, Esq., Steve Parrish Consulting Group, LLC, Westport, CT

9:45 AM **The Future of Food & How Do We Prepare For It**

- What are the major changes in the food industry over the next five years?
- Will there be a greater focus on fresh & healthy?

- Will there be greater focus on ingredients that are deemed “less healthy” such as sugar, PHOs, etc.?
- Will there be further consolidation in the food industry (e.g. Albertsons & Safeway; Heinz & Kraft)?
- What are the legal issues arising from consolidation? How does in-house counsel deal with inquiries by the government concerning implications of these consolidations?
- What are the next major “dirty words” for food manufacturers?

John F. “Jack” Dougherty, President, Dougherty Dialectic, LLC, Charlottesville, VA

Stefanie Fogel, Esq., DLA Piper US LLP, Boston, MA

Peter J. Gillies, PhD, FAHA, Director, New Jersey Institute for Food, Nutrition and Health, Rutgers University, New Brunswick, NJ

Susan Pitman, MA, RD, Founding Partner, FoodMinds, LLC, Washington, DC

Brooke Tvermoes, PhD, Supervising Health Scientist, Cardno ChemRisk, Boulder, CO

10:45 AM

Networking Break

11:00 AM

Labeling Challenges

- As companies move away from “natural”; what are the alternatives?
- What is the future for “fresh,” “healthy” and “artisanal”?
 - Are those terms risky, in terms of potential legal challenges?
- How are companies addressing the desire for greater transparency?

David T. Biderman, Esq., Perkins Coie LLP, Los Angeles, CA

J. Noah Hagey, Esq., Braun Hagey & Borden LLP, San Francisco, CA

Maia Kats, Director of Litigation, Center for Science in the Public Interest, Washington, DC

Kirstin M. Mazzeo, Esq., Litigation Counsel, Campbell Soup Company, Camden, NJ

Melissa W. Wolchansky, Esq., Halunen Law, Minneapolis, MN

12:00 PM

**Keynote Lunch (*Sponsored by: Advanced Discovery*)
"Litigating the Red Hot BFY (Better For You)
Marketplace"**

Michael Moss, Journalist and Author of Salt Sugar Fat: How the Food Giants Hooked Us, New York, NY

1:00 PM

The In-House Counsel Roundtable

Nicole D. Bearce, Esq., Associate General Counsel – Litigation, Unilever United States, Inc., Englewood Cliffs, NJ

Douglas B. Besman, Esq., Senior Counsel, Head of Litigation, Nestle USA, Inc., Solon, OH

Faith R. Greenfield, Esq., Vice President-Legal, Campbell Soup Company, Camden, NJ

Ani Gulati, Esq., Associate General Counsel, Chief Litigation Counsel, General Mills, Inc., Minneapolis, MN

Michael L. Martinez, Esq., Senior Vice President and Associate General Counsel, Dispute Resolution, Marriott Internal, Inc., Bethesda, MD

Thomas R. Stanton, Esq., Assistant General Counsel, Sodexo, Inc., Gaithersburg, MD

Lauren Ware, Esq., Director of Legal - Litigation, Landry's Restaurants, Houston, TX

2:00 PM

**Getting Your House in Order and Preparing for
eDiscovery in Food & Beverage Matters: The Path
Forward**

Douglas B. Besman, Esq., Senior Counsel, Head of Litigation, Nestle USA, Inc., Solon, OH

Faith R. Greenfield, Esq., Vice President-Legal, Campbell Soup Company, Camden, NJ

Canaan E. Himmelbaum, Esq., Vice President, Advanced Discovery, New York, NY

Ronald J. Levine, Esq., Herrick, Feinstein LLP, New York, NY

Anne Bentley McCray, Esq., McGuire Woods, Richmond, VA

2:45 PM

**Recent Developments in Class Action and Food
Recall/Product Contamination Litigation: What**

Consumer Product Manufacturers and Their Insurers Need to Know

Mark S. Eisen, Esq., Sheppard, Mullin, Richter & Hampton LLP,
Chicago, IL

Michael R. Reese, Esq., Reese LLP, New York, NY

Jan E. Simonsen, Esq., Carr Maloney P.C., Washington, DC

John W. Turner, Vice President, Head of Product Recall USA & Canada,
Crisis Management Insurance, XL Catlin, Boston, MA

Steven Weisbrot, Esq., Executive Vice President, Angeion Group,
Philadelphia, PA

3:30 PM

Networking Break

3:45 PM

The “Natural” Debate

Expert witnesses on either side of a “natural claim” argument will debate whether that terminology can or should be used when GE ingredients or chemical sounding ingredients are used in food and beverage products. After the experts have presented their arguments, two advocates—plaintiff and defendant—will give a mock closing argument.

Forrest A. Hainline, Esq., Goodwin Procter LLP, San Francisco, CA

Patrick J. McGrath, Managing Director, Disputes & Investigations,
Navigant, Chicago, IL

Thomas J. Montville, Ph.D., School of Environmental and
Biological Sciences, Rutgers, The State University of New Jersey,
New Brunswick, NJ

Jonathan Shub, Esq., Kohn, Swift & Graf, P.C., Philadelphia, PA

5:30 PM

Conference Adjourns

5:30–6:30 PM

Networking Cocktail Reception

*(Sponsored by: Sheppard, Mullin, Richter & Hampton
LLP)*

*Speakers & Agenda are Subject to change.

Conference Details and Information:

Perrin Conferences

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Consumer Litigations

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Grand Hyatt Washington (Washington, DC)

REGISTRATION

Registration Rate: \$895 Regular Rate
 \$295 Government Member Rate

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Contact Lynnsey Perrin (lperrin@perrinconferences.com) 610-804-6165 or Kelsey MinerD (kminerD@perrinconferences.com) 610-289-2979 or to register at the complimentary rate.

Register Online: http://bit.ly/perrinconf_ChallengesFacingFoodandBeverage

Register by Mail: Complete the Mail-In Registration Form at the end of brochure and mail to address listed, or scan and e-mail form to kminerD@perrinconferences.com or lperrin@perrinconferences.com.

Register by Email or Phone:

Lynnsey Perrin	610-804-6165	lperrin@perrinconferences.com
Kelsey MinerD	610-389-2979	kminerD@perrinconferences.com

Each registration includes private website access to course materials and admission to all networking events including lunch, refreshment breaks and cocktail receptions. Group registration discounts available, please inquire.

HOTEL ROOM BLOCK

Grand Hyatt Washington
1000 H Street NW
Washington, DC 20001

Perrin Conferences has reserved a room block for conference guests. Please call Reservations at 1-800-233-1234 and mention Grand Hyatt Washington and reference Perrin Conferences. The group rate is \$319 per night. All reservations should be made by October 10, 2015 to ensure you receive the group rate.

You can also reserve your hotel room through this link: <https://resweb.passkey.com/go/Perrin>

CLE INFORMATION

Applications are being made to all CLE states as requested by attendees. Please contact Kelsey Minernd (kminernd@perrinconferences.com) with any questions or requests regarding CLE accreditation.

COUNSEL MEETINGS

Perrin Conferences offers complimentary meeting space for counsel meetings being held in conjunction with our live conferences. Perrin will coordinate all aspects of the meeting, including securing the space at the conference hotel, food and beverage, audio visual, etc. Meetings will be held at the Grand Hyatt Washington any time from November 9, 2015 – November 11, 2015. Please contact Lynnsey Perrin (610-804-6165) if you would like additional information. All meetings are kept confidential.

CANCELLATION POLICY

If you cannot attend the conference, please notify us prior to October 27, 2015 and we will refund your fee. Cancellations received after this date and no-shows are subject to a \$200 administrative fee. You may enroll a substitute at any time before the course starts.

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November 10, 2015 – Washington, DC
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