



## **LABELING REQUIREMENTS FOR FOODS AND BEVERAGES MARKETED IN THE U.S.**

***Regulatory and Policy Essentials for Food Sector Professionals***

### **2 Day – Live Virtual Course**

**Provide the necessary training for your staff to assure food product labeling complies with U.S. regulatory requirements *and* meets customer and consumer demands.**

Food and beverage labeling requirements in the U.S. are complex and getting more comprehensive as market innovation trends change at a fast pace. You need to stay ahead of the curve as the Federal and State regulations, policies, and guidance continue to be refined and redefined. This course will provide you with the foundational and practical knowledge you need to comply with new and established labeling laws and regulations. The instructor, Dr. Robert Post, a former director of scientific and regulatory programs in federal agencies and industry, will cover emerging issues in regulations and labeling to help food sector professionals and product developers reformulate and react to marketplace drivers, such as clean/clear labeling, production and health claims, and responsible sourcing. Understanding the regulatory implications for labeling is essential for a product's success in today's market.

#### **FOOD AND BEVERAGE LABELING TRAINING**

This two-day virtual course is specifically designed for food industry professionals to receive in-depth instruction on USDA and FDA regulatory labeling requirements for food and beverage products sold in the U.S.

At the conclusion of this course, participants will have the knowledge and tools to understand and apply:

1. The rules for mandatory labeling of food products
2. Requirements for nutritional labeling
3. Rules for health and nutrition claims
4. Requirements for voluntary labeling features
5. The rationale for hot topics in food and beverage labeling

## WHO SHOULD ATTEND?

This course is designed for food sector professionals and others involved with the production and marketing of foods and beverages, and dietary supplements, in the U.S. market. It provides the essential rules and policies for labeling such products, which impact production and marketing, along with giving valuable insights and case studies that illuminate the application and complexities of the rules. The course will give the attendees the practical knowledge they can instantly apply to support product innovation, establish corporate standards and specifications, back-up claims, and ensure regulatory compliance to meet customer and consumer demands.

## COURSE REQUIREMENTS

Participants will be eligible for the Participant Certificate of Training if they are present for all modules of the course as confirmed by the Lead Instructor or course monitor.

A Microsoft Teams platform will be used. You will need your own computer with speakers and a webcam to interact with the group and for group activities. The camera must be on throughout the course. Headphones are suggested.

## INSTRUCTOR

Dr. Robert C. Post is CEO/Principal of FoodTrition Solutions, LLC, a food and nutrition consulting firm specializing in regulatory guidance and scientific stewardship for successfully bringing food and beverages, and dietary supplements, into the market, from ideation and design to market launch. He is also the Executive Director of the National Seasoning Manufacturers Association, the Scientific and Regulatory Affairs Director for the Infant Nutrition Council of America (INCA), a Scientific and Policy Advisor for Dairy Management Inc. (DMI), and adjunct faculty in Food Science and Food Laws at Rutgers University.

Previously, he was Senior Director of Scientific and Regulatory Affairs at CHOBANI, LLC. Before that, as Senior Advisor to the Bush and Obama White House Administrations, and Executive Director of USDA's Center for Nutrition Policy and Promotion, he directed the nation's food policy programs. Central to this course, he achieved award-winning accomplishments as an administrator of Federal regulatory agencies, including modernizing and establishing the regulations and policy programs on food and beverage labeling; nutrition labeling; and ingredients and flavor labeling. Today, these labeling policies and programs impact all suppliers and manufacturers that market foods for distribution in U.S. commerce.



## PROGRAM AGENDA (Eastern Standard Time)

<b>Day 1</b> <b>(10:00am – 5:00pm)</b>	<b>Day 2</b> <b>(10:00am – 5:00pm)</b>
<p><b>Welcome &amp; Introduction</b></p> <p><b>Foundations of Food and Beverage Labeling:</b> Overview of the legal and regulatory framework for food labeling requirements in the U.S.</p> <p><b>Basic/Mandatory Labeling Requirements for FDA and USDA</b></p> <p><b>Regulations and Policies on Labeling Ingredients on Food and Beverage Products; and Flavor Labeling</b></p> <p><b>Hands-On Ingredient Labeling Workshop</b></p> <p><b>Nutrition Labeling Requirements for Foods and Beverages Under FDA and USDA Jurisdiction</b></p> <p><b>Review of Day One Topics: Q and A Session with Attendees</b></p>	<p><b>Health and Nutrient Content Claims for Foods and Beverages Under FDA and USDA Jurisdiction; Structure/Function Claims for Foods and Beverages Under FDA Oversight</b></p> <p><b>Nutrient Content, Health Claims, and Structure/Function Claims Workshop</b></p> <p><b>Voluntary Labeling Statements and Claims on Food and Beverage Labeling Related to Marketing, Health, Performance, Processing/Production, Ingredient Sourcing, Corporate Social Responsibility, and More</b></p> <p><b>Federal Trade Commission (FTC) and Advertising: Regulations and Policies Implicating Food and Beverage Product Labeling</b></p> <p><b>Hot Topics: Current and Emerging Regulatory, Policy, and Technology, Marketing, and Consumer Trends that Impact Food and Beverage Product Labeling</b></p> <p><b>Review of Day Two Topics: Q and A Session with Attendees</b></p>

For more information on Food and Beverage Labeling Training offered by Deibel Laboratories, including upcoming events, pricing, and course registration, please contact Sales at [Sales@DeibelLabs.com](mailto:Sales@DeibelLabs.com) (847-329-9900) or visit [www.DeibelLabs.com](http://www.DeibelLabs.com).