

SPEAKING ENGAGEMENTS

Annual ANA/BAA Marketing Law Conference: Food Law Issues

DATE

November 15, 2017

On Nov. 15, Monica Stover of the Grand Rapids office, along with Brandi Van Leeuwen, senior counsel of Meijer, presented at the Annual ANA/BAA Marketing Law Conference on food law issues. Their panel presentation, titled “Get It While It’s ‘Healthy’: A Case Study in Launching a New Food Product from Conception to Shelf,” focused on issues such as non-GMO claims, “natural” claims, “healthy” claims, and product imagery issues. This is a conference put on by the Association of National Advertisers (ANA).

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