

## **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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