Suzie Trigg

Partner | Chair – FDA Regulatory and Compliance Group

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PRACTICES Procurement and Supply Chain Management, Food, Beverage and Restaurant, Advertising, Marketing, and Promotional Law, FDA Regulatory and Compliance, Life Sciences, Healthcare and Life Sciences, Retail, CBD and Hemp, Crisis Management, Commercial Contracts, PFAS and Emerging Contaminants, Pharmaceuticals

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Suzie Trigg is the Chair of Haynes Boone's FDA Regulatory and Compliance Group. Suzie develops practical strategies and solutions for companies that produce or sell FDA regulated products to assess and respond to evolving regulatory requirements, risks associated with their products, and FDA actions. She also helps companies develop and manage labeling and advertising claims to best promote their products and has led and supported transformative transactions for consumer products companies and retailers.

Suzie's work spans the early development of FDA regulated products and the determination of product classification and whether FDA approval, notification, or authorization is required or helpful to post-market issues including effectively responding to FDA inspection observations, import detentions, warning letters, and regulatory meetings, and assessing potential recalls.

Suzie's background is in agriculture and public policy, and while she has experience across the range of FDA regulated industry, including medical devices, dietary supplements, cosmetics, biologics, and over-the-counter drugs, she spends much of her day-to-day work on all things food related. Her work has included:

- Performing preventive gap analyses and analyzing specific events to determine regulatory and legal obligations and to chart a long-term course of action to correct and prevent re-occurrence;
- Facilitating investigations and responding to potential product concerns, including allegations of food fraud, a foodborne illness outbreak, and other potential food safety concerns;
- Preparing and implementing supplier standards and supply chain agreements for multiple global restaurant chains and large retailers and steering transactions for the manufacturing and distribution of food, including a series of agreements with over $5 billion in annual purchases.

Suzie actively participates in industry organizations and has served on committees of the Food and Drug Law Institute and the Council for Responsible Nutrition and Haynes Boone is a member of FMI, the Food Industry Association.

Suzie was recognized as a "Rising Star" in food and drug law by *Texas Super Lawyers* (Thomson Reuters) from 2016-2021. She was also recognized as one of *D Magazine*'s "Best Lawyers in Dallas" (D Magazine

Partners) in 2018 and 2020.

QUALIFICATIONS

EDUCATION

- J.D., The University of Texas School of Law, 2006, *with honors, Texas Environmental Law Journal*
- B.S., Animal Science, Texas A&M University, 2003

CLERKSHIPS

- The Honorable Brian L. Owsley, U.S. Magistrate Judge for the Southern District of Texas

  Institute for Food Laws and Regulations, Michigan State University

ADMISSIONS

- Texas

PUBLICATIONS AND SPEAKING ENGAGEMENTS

- "Crisis Management: Recalls and Beyond," presenter, FMI Legal Regulatory & Compliance Conference, July 17, 2023.
- “Takeaways From FDA's Allergen Compliance Draft Guide,” co-author, Law360, May 24, 2023.
- “FDA Guidance in Response to COVID-19 and a Plan for Transition Back to Normal,” co-author, *Food and Drug Law Institute’s Update Magazine*, Spring 2022.
- "Enforcement & Compliance Issues and Their Impact on Due Diligence in Transactions Involving FDA-Regulated Companies and Products," co-presenter, Food and Drug Law Institute, December 10, 2021.
- "Sourcing Cannabis Lawfully for CBD Consumer Products and Clinical Research: Challenges and Opportunities," co-author, Food and Drug Law Institute, Spring 2021.
- "Enforcement, Litigation, and Compliance Conference: For the Drug, Device, Food, and Tobacco Industries," moderator, Food and Drug Law Institute, December 15, 2020
- "Legal and Practical Issues in the Evolving World of Cannabis Regulation," interviewer, Food and Drug Law Institute, December 8, 2020
- “INSIGHT: Maximizing Immunity Under the PREP Act for Covered Countermeasures,” co-author, *Bloomberg Law*, September 8, 2020.
- “Plant Based Food Trends in the Era of COVID-19: Legal and Regulatory and Economic Considerations,” Co-Presenter, American Conference Institute Webinar, May 28, 2020.
- “Negotiating COVID-Impacted Supply Chains While Maintaining Product and Brand Integrity in Dietary Supplements,” Presenter, Q1 Productions Webinar, May 12, 2020.
- “COVID-19 and the Global Dietary Supplement Supply Chain,” Co-Presenter, Council for Responsible Nutrition Webinar, April 22, 2020.
- “A Practical Guide to Bringing a Dietary Supplement to Market,” Moderator, Food and Drug Law Institute Webinar, December 19, 2019.
- “Current State of Dietary Supplement Enforcement,” Moderator, Food and Drug Law Institute Enforcement, Litigation and Compliance Conference, December 2019.
- “Labeling Claims – Marketing Ideals vs. Regulation,” speaker, Texas Food Processors Association (TFPA) Annual Conference, San Antonio, Texas, May 16, 2019.

- ""Sugar" and "Natural" Food Label Claims and Litigation – What's Next?" speaker, FDLI Annual Conference: Exploring Advanced Topics in Food and Drug Law, Washington, D.C., May 2019.
- "Containing Imported Food Contaminants to Protect Supply Chain Integrity," speaker, ACI Third Annual Advanced Summit on Food Law – Regulation, Compliance and Litigation, Chicago, Illinois, April 2019.
- "Reading the Tea Leaves for Dietary Supplements – FDA's Current Enforcement Priorities and Actions," presenter, FDLI Annual Conference: Exploring Advanced Topics in Food and Drug Law, May 2018.
- "The Not So Sweet Side of Sugar," presenter, Institute of Food Technologists, Longhorn Section, Dallas, Texas, April 20, 2017.
- "Menu Labeling – Cheese Fries for 700 Calories, Please," speaker, 39th Annual ABA Forum on Franchising, Miami, Florida, November 2016.
- "Food Labeling and Content Claims: Planning Ahead for the Updated Nutrition Facts Requirements," speaker, Food and Drug Law Institute Annual Conference, Washington, DC., May 2016.
- "The Revised Nutrition Facts Panel and Update on Labeling of Foods from Genetically Engineered Plants," presenter, Institute of Food Technologists, Longhorn Section, Dallas, Texas, January 2016.
- "Recent Developments in Food and Drug Law, 2016 ed.: Leading Lawyers on Dealing with Increased Enforcement, Keeping Up-To-Date with FDA Requirements, and Developing Compliance Practices," speaker, Inside the Minds, February 2016.
- "Highlights of China's 2015 Food Safety Law," author, *Law360*, July 2015.
- "Cosmetics Claims: Origin and Composition, Natural, and Fragrance-Free," Food and Drug Law Institute webinar, June 2015.
- "What's Next for Labeling of Plant-Based Substitute [Foods]," speaker, Food and Drug Law Institute Annual Conference, Washington, D.C., April 2015.
- "Meaningful Audit Systems," speaker, FDLI Conference on Safeguarding the Functional Food and Dietary Ingredient Supply Chain, Washington, D.C., September 2013.
- "Building an Effective Supply Chain and Distribution System," speaker, 35th Annual ABA Forum on Franchising, Los Angeles, California, November 2012.

PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- Member, Council for Responsible Nutrition
- Food and Drug Law Institute (Webinar Committee – 2021, Enforcement, Litigation and Compliance Conference Planning Committee – 2020, Food Advertising, Labeling, and Litigation Conference Planning Committee – Chair, 2019, Food and Dietary Supplements Committee, 2015-2018)

AWARDS AND RECOGNITIONS

- Selected for inclusion in *Texas Super Lawyers Rising Stars*, Thomson Reuters, 2016-2021
- Recognized in *D Magazine*'s "Best Lawyers in Dallas," D Magazine Partners, 2018 and 2020
- Selected as Best in Supply Chain Negotiations – USA, *Acquisition International* 2015 Legal Awards, AI Global Media Ltd, 2015; Best in Supply Chain Management Disputes - Texas, 2017