

Anthony T. Pavel

Partner

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Anthony (Tony) Pavel guides clients through a comprehensive array of food and drug regulatory matters with his extensive knowledge of U.S. Food and Drug Administration (FDA) regulations related to food (including animal food and pet food), food additives and ingredients, dietary supplements, and cosmetics. In addition to FDA matters, Tony assists clients with issues related to the U.S. Federal Trade Commission (FTC), the U.S. Department of Agriculture (USDA), and other regulatory bodies around the world.

Tony counsels clients in obtaining the authorization of new food ingredients, complying with manufacturing requirements, promotional and labeling claims, and regulatory compliance within the global supply chain. Clients seek his advice in navigating self-determined Generally Recognized as Safe (GRAS) positions and submitting GRAS Notices, New Dietary Ingredient Notifications (NDINs), food additive petitions (FAPs), and color additive petitions (CAPs) to FDA. He also helps clients navigate recall and market withdrawal strategies, import detentions, seizures, and alleged food tampering.

Prior to joining Keller and Heckman, Tony was in private practice at a major international law firm, followed by in-house positions leading a global food law team at a major food, agricultural, and industrial products producer and Deputy General Counsel, Global Food Law for a consumer biology startup. Tony's in-house corporate experience helped shape his approach to practical, actionable advice and effective solutions for clients. Tony is frequently invited to speak at domestic and global conferences on food ingredients, food additives, and related policy matters.

Representative Matters

- Assessed the regulatory status of food ingredients and evaluated claims for such products
- Helped food ingredient suppliers reach GRAS conclusions for new food ingredients or expanded uses of existing ingredients, including animal and pet food ingredients
- Worked extensively with novel / alternative proteins / ingredients for two decades, helping clients bring products to market with global marketing authorizations, as well as policy advocacy with global regulators
- Formulated and implemented global regulatory strategies and prepared global regulatory submissions, including marketing applications and enforcement responses
- Developed and implemented sustainability / life cycle assessment claims processes and compliance programs
- Oversaw recall crisis management for human and animal food safety matters, including some of the largest recalls involving both human and animal foods in the United States and globally in the last decade
- Developed and implemented product labeling / claims compliance programs for human and animal food products
- Developed and implemented Food Safety Programs for human and animal foods under Food Safety Modernization Act (FSMA) regulations, as well as implemented "human grade pet food" programs for one of the largest pet food manufacturers in the United States

- Led food law / compliance diligence on multiple billion-dollar mergers / acquisitions
- Created and led global government inspections training for food safety and regulatory teams
- Managed food safety-related investigations and whistleblower complaints
- Provided strategic regulatory support for high-profile product liability and labeling litigation
- Established and led multiple industry coalition groups to advance food ingredient and safety policies

Memberships

- World Food Law Institute, Advisory Council
- Food Protection and Defense Institute, Former Science Advisory Board member
- Institute of Food Technologists, Former Chair of Food Laws and Regulations Division

Awards

- Chambers and Partners – Food and Beverage
- Law 360 Rising Stars
- DCA Live – Top Corporate Counsel

Education

The University of Western Ontario, B.S, 1998 Honors

Loyola University Chicago School of Law, J.D., 2001

Bar Admissions

District of Columbia

Maryland
