

GOED Board Holds Annual Strategic Planning Meeting; Approves 2025 Budget

Last month the GOED board of directors held its annual strategic planning meeting, where they discussed GOED's 2024 goals and activities and reviewed the plan and associated budget for 2025.

Meeting highlights included:

- The board has finalized GOED's updated Mission, Purpose and Values (previously mentioned in the [October 2024 board call recap](#)). Note that a change in GOED's purpose requires approval by GOED members, so we will be sending more information on this in January.



Purpose: To be the omega-3 industry advocate and knowledge hub

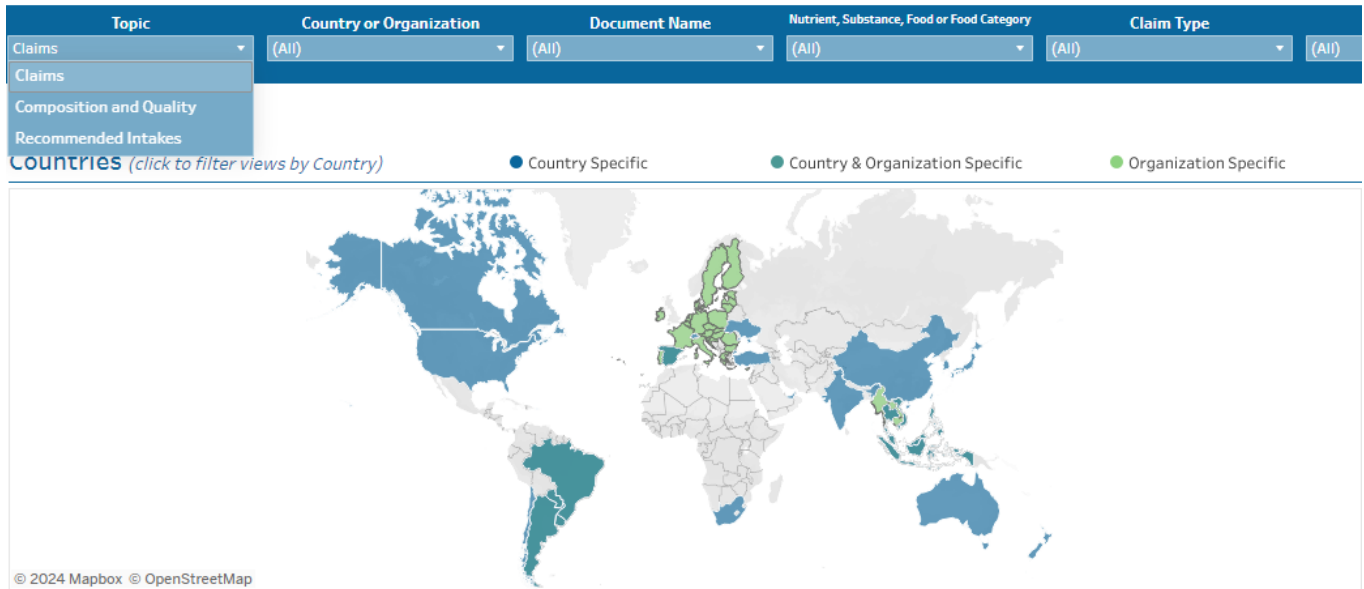


Mission: to use science-based information to promote consumption of and enable access to quality EPA & DHA from all sources for a positive impact on public health



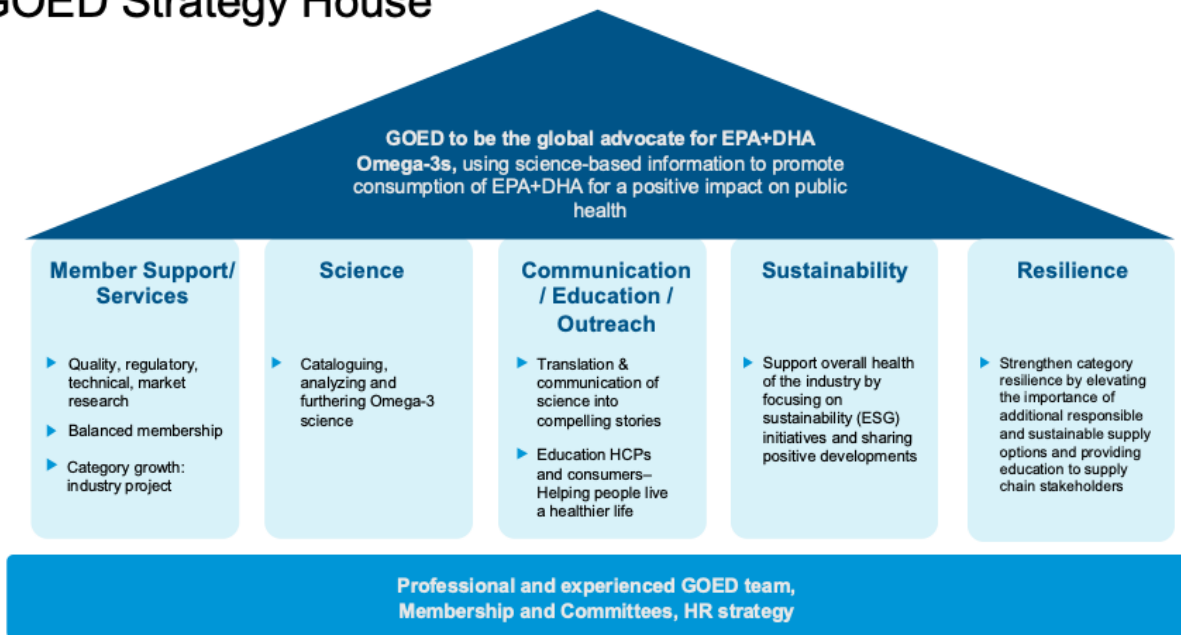
Values: Integrity, science-based advocacy, quality, member-support and guidance, collaboration and education

- The GOED board also approved updated Bylaws, which incorporate minor changes suggested by the Bylaws Committee. This also requires a member vote, which will be coordinated in January.
- GOED gave an update on the ongoing HR strategy project to strengthen GOED's infrastructure; next steps include a GOED team retreat in January to review team activities versus overall GOED strategy and explore better cross-functionality across key focus areas.
- GOED provided a demo of the upcoming "Regulatory Map," a brand new user interface for accessing global details about health claims, intake recommendations, allowable EPA/DHA levels and contaminants, to be formally launched next month (see example below).



- The board also reviewed GOED’s work on our Science, Communications and Sustainability pillars (more details will be covered in Wednesday’s Virtual Member Meeting – [register here](#)).

GOED Strategy House



- Lastly, the board approved GOED’s 2025 budget (GOED will share a copy with members once it’s officially set up in 2025). The budget includes hiring a new GOED staffperson who will support our member services function.
- Also new for 2025:

- A key focus area for GOED in 2025 will be developing better/more market intelligence (beyond our Ingredient Market Report).
- The board also approved two key projects.
 - A scientific consensus panel to define omega-3 intake recommendations, published in a peer-reviewed journal, and used to inform policymakers, educate healthcare practitioners and be incorporated into consumer labeling and marketing materials. More details on this will be shared in the Communications, Science and Regulatory Affairs Committees ([click here](#) if you are interested in joining a committee).
 - An omega-3 category-wide life cycle assessment white paper. The goal is to publish a paper to educate members and the public on what constitutes a well-executed life cycle assessment across omega-3 sources.

GOED would like to thank outgoing Plus level Board members Geoff Wills of [Nature's Way](#) and Luis Palacio of [Naturmega](#) (note that Leif Gjendemsjø of [Pharma Marine](#) was also a Plus level board representative but Pharma Marine has upgraded to the Leadership level so he will remain on the board) and Base level representatives Kevin Yan of [Nutrasource](#) and Oliver Kromer of [Imperial Oel](#). GOED also thanks outgoing past-chair Jorge Brahm of [Golden Omega](#) for his many years as an officer.