



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3

Communications Committee Call Minutes | May 21, 2024

Attended:

- GOED: Elana Natker, Ellen Schutt, Vicky Lin and Kaitlin Roke
- Guest Speaker: Sandy Almendarez, Informa
- Sarah Christianslund, Epax
- Dimitri Sclabos, Tharos
- Ílke Balci, EasyVit
- Nicolás Cruz, Golden Omega
- Majorie VanKuik, Nestlé Health Science
- Lalit Baregama, Symbiotec
- Geoff Wills, Nature's Way Canada
- Lauren Jensen, Eqology
- Lucie Lingrand, Fermentalg
- Katrina Benedicto, Nuseed
- Dan Wiley, KD Pharma
- Maren Ringstad, BASF
- Amber Cerda, Now Foods
- Carole Locke, OmegaBrite
- Jason Locke, OmegaBrite
- Sunil Choudhary, OmegaBrite
- Sapna Misra, Bizen Chemical
- Nicole Kunin, Marine Stewardship Council (MSC)

Welcome new members:

- Jolie Root, Carlson
- Majorie VanKuik, Nestlé Health Science
- Lauren Jensen, Eqology
- Maren Ringstad, BASF
- Ana Ivanovik, Cargill
- Lucie Lingrand, Fermentalg
- Lalit Baregama, Symbiotec
- Dan Wiley, KD Pharma
- Nicolas Cruz, GoldenOmega

Conference Updates:

- Vitafoods Europe impressions
 - Ellen - It's the last time this show will be in Geneva, which is nostalgic for some of us. We felt like it was a better turnout than last year and overall lots of positive energy. More Chinese companies were present compared to the last couple of years. Great conversations overall, mostly about the Peruvian fishing season going well, and many questions about pricing.
 - Elana - I got to meet many of you on this call in person. From the communications side, not a whole lot to update. Nice to see some of our members.
 - Sarah - I spoke to the organizers, they expected more people this year. I think Informa was quite happy with the event. It was a good show. For those of you going to VFE next year, the hotel block for Barcelona is open. It's a good idea to plan early.
 - Ellen - It is also a week later than usual
 - [See Vitafoods Europe 2025 info here](#)

- Dan - I think it was a good show. We had visitors from existing customers and new people wanting to add omegas to their portfolio. I think everyone is getting back to their regular product development cycle. Still good interest with algae but fish is still king and it's not going away anytime soon.
- HI China
 - Ellen - we are sponsoring a session at Hi China. We are there to see if we want to do a pavilion in the future. HiFi and CPHI China are at the same time but different places. We want to figure out which one is more appealing to our members. We are hosting a two hour forum with presentations from GOED, Pattern and Alibaba, which is exciting and we think it will be beneficial for our members as well. We have a call with Hi China tomorrow morning to figure out the details.
 - Poll - Between CPHI and Hi China, which one you're more interested in?
 - Poll results:



Presentation by Sandy Almendarez, Informa: Omega-3 Market Trends for 2024 Success and Beyond

- [Watch the presentation and Q&A here.](#)

Housekeeping

- Next call: June 18, 11:00am EDT [\[Click here for your time zone\]](#)
- Open call for member presentations, also member features in Omega-3 Insider

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