



## GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

Communications Committee Call Minutes | November 19, 2024

### Attended:

- Sarah Christianslund, Epax (Chair)
- Erika Craft, NBJ (Guest speaker)
- Dimitri Scablos, Tharos
- Jonas Tornquist, Natural Pharmaceuticals
- Carol Locke, OmegaBrite
- Lucie Lingrand, Fermentalg
- Paul Joseph, Rbionutrix
- Laurel Sterling, Carlson Laboratories
- Majorie van Kuik, Nestle Health Sciences
- Kelly Han, Supplement Certified Ireland
- John Nesler, Nuseed
- Chelsea Broderick, Nature's Way
- Jason Locke, OmegaBrite
- Jolie Root, Carlson Laboratories
- Sapna Misra, Bizen Chemical
- Laruen Jensen, Eqology
- Nicolas Cruz, Golden Omega
- GOED: Elana Natker, Chris Gearheart, Vicky Lin

### Welcome new members

- Kelly Han, Director of commercial operations from Supplement Certified Ireland
  - Elana - Please introduce yourself! Supplement Certified Ireland is a new member.
  - Kelly - We are excited to be a part of the GOED family. I look forward to collaborating with GOED in the coming years. I've joined four committees so far, so we'll see how it goes. I've joined the Communications Committee to see how we can collaborate over some events next year.
  - Sarah - Welcome. Do you offer your services globally?
  - Kelly - Yes. We're based in Ireland. We're a university spin out company. We do sustainability and label claim studies. Currently, we're focused on omega-3s and three elements of carotenoids. We're working on expanding that list at the moment.

**Main topic: NBJ's 2024 Supplement Business Report:** Erika Craft to present highlights and answer questions

- [See recording and slides here.](#)

### Old Business/Updates:

- FNCE 2025 session proposal submitted
  - Elana - FNCE is the Food and Nutrition Conference and Expo. It is a dietetic association event that takes place every fall. It's for a North American audience. I submit a proposal every year to get on the agenda, most of the time we don't get accepted. This year we submitted a session proposal on the topic of nutrients that prevent preterm births. Susan Carlson would be the researcher presenter. We also have a dietitian, Valerie Agyeman. She used to work for the Seafood Nutrition Partnership and she does a lot of work in the women's arena, especially for underserved Americans. There's a lot of

research that shows preterm birth shows up more in underserved communities, including black, native Americans and others. We want to highlight that for this session. We will find out at the end of February or early March if we've been accepted, and the conference will be next October.

- Majorie - I'm very interested in this topic and so it's always good to hear developments in this area. I believe I heard about GOED doing something with the claim for preterm birth? Are we lobbying for that?
- Elana - We are not doing any lobbying necessarily. With the new guidelines that were published, we want to bring them to health professionals. EFSA also had some guidelines that were similar. We want to educate health professionals about this nutrient when they talk to their pregnant patients. You would have to talk to Harry to see if there are any regulatory things we're trying to push on a global scale.
- Majorie - I thought Ellen mentioned it but I could be wrong. I will check anyway. We do market tests and where we run into issues are guidelines. You cannot mention preterm birth as a solution from omega-3s. It is not allowed for consumers and HCPs, especially midwives (80% women are seeing midwives for their pregnancy). They are not informed about omega-3s and preterm birth. I also got in contact with a professor, who is giving women MNAMI omega-3s to women in areas of Amsterdam. I run into these projects as we do market tests. Wherever possible I'd like to see us lobby or show initiatives done in hospitals around the world. Anyways, always happy to see work done around this topic.
- FoodFluence 2025 sponsorship and brand member request
  - Elana - FoodFluence spoke on our committee call a couple of months ago. GOED will be sponsoring a session at the conference coming up in January, taking place in Berlin, Germany. We'll share the work we've done on omega-3 mapping with JP Schuchardt. He presented at the GOED Exchange earlier this year. He did an omega-3 mapping in the US too, state by state, and a global mapping project on omega-3 status among pregnant women. I will talk about the messaging around EPA and DHA omega-3s. The audience are dietitians active in the media. A lot of times, they'll talk about omega-3s as a category and then they will say "eat salmon, flax seeds, chia..." I want to talk about fine tuning that message and being very prescriptive about EPA and DHA omega-3 and sources of those nutrients.
  - Elana - Also part of my talk will be essentially bringing the [omega-3 supplement infographic](#) to life. I want to explain to the dietitians that when we talk about omega-3 supplements, we shouldn't automatically just say "fish oil." I want to highlight the different sources. As Erica mentioned earlier, there are also many different formats - gummies, pills, softgels, etc. So, I will offer a "flight" of omega-3 supplements so dietitians can see different types (fish, krill, algal oil) and also formats (liquid, softgels, chews). So any brands who want to get in front of these dietitians, please share products with me. I would also like to do follow up gift packs.
  - Chelsea - US only?
  - Elana - The dietitians are mostly US-based. It also depends on if it'll be useful to you to be in front of these dietitians. Sometimes they do have Canadian dietitians (last time we went a Canadian dietitian named Abby Langer attended). Soon the list of attendees will be sent out, so I can let you know who will be there.
  - Jolie - I'm sure Carlson would like to be in on that.
  - Elana - Yes, that would be great, especially for samples of liquid supplements.
- Pattern's TikTok Shop webinar on December 4

- Vicky - As many of you might have seen in the newsletters, GOED partner Pattern, in conjunction with UNPA and GOED, is hosting a webinar on December 4 on growing your brands on TikTok Shop. The webinar will provide key strategies, insights on consumer behavior and an overview of TikTok Shop's functionality, plus practical tips for engaging with the platform. [Register here.](#)
- BDB Marketing Survey
  - Elana - I got a call from BDB Marketing, a UK based integrated marketing company. They do a food nutrition survey every year or so. They're looking to do one with a focus on the omega-3 industry. They want to survey people in the omega-3 marketing space with budgeting responsibilities. I know very little about this. It would be anonymous and online, and the results would help to see what challenges are in the omega-3 marketing space.
  - Sarah - B2C or B2B?
  - Elana - B2B. They'd survey anyone in the omega-3 space with marketing budget responsibilities. The survey would then go back to marketing folks. The results would be free. I'll send out the report they gave me and you can decide if you want to participate. In the meantime, I'll find out how and when they'll send out the online survey.

### Housekeeping

- Next call: December 17, 11:00 am EST [\[Click here for your time zone\]](#)
  - Sarah - if you have any ideas for the next presentation or if you know any outside speakers please let me, Elana, Vicky and Ellen know. Maybe we can do one on preterm birth? Any topic you want to discuss, please share.
  - Laurel - Thank you for all the presentations, I always come away with something new. I did a lecture in Colombia recently with some doctors and I used your infographic on preterm birth, eye health and some other ones that were in Spanish. They were very excited to see that. I want to say thank you for all that. I also redirected them to AlwaysOmega3s.com.
  - Elana - Thank you for saying that! I believe it is Nicolas Cruz (who is on the call) who helped us translate those.
  - Laurel: Bravo. Thank you so much.

### GOED Resources

- Sign up for GOED's weekly newsletter, The GOED Current:  
<https://goedomega3.com/members/subscribing-goed-current>
- If you don't have access to GOED's Dashboard for members, please register here:  
<https://www.goedomega3.com/account>.
- (New) Sign up for GOED's quarterly newsletter designed for brands, GOED in The Know:  
<https://goedomega3.com/members/subscribe-goed-know>