



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

Communications Committee Call Agenda | October 15, 2024

Meeting Goal: Brainstorm Global Omega-3 Day activations

Attended:

- Sarah Christianslund, Epax
- Katrina Benedicto, Nuseed
- Merethe Thomassen, GC Rieber VivoMega
- Chelsea Broderick, Nature's Way
- Sapna Misra, Bizen
- John Nesler, Nuseed
- Majorie van Kuik, Nesté Health Sciences
- Nicolas Cruz, Golden Omega
- Ove Wikstrom, BASF
- Vicky Lin, GOED

Agenda:

- **Old Business/Updates:**
 - 2025 Communications Toolkit available – [see here](#)
 - Our 2025 Communications Toolkit is now available. It is an all-in-one resource designed to help brands and marketing professionals effectively communicate the benefits of EPA and DHA omega-3s. It has key messages, a global observance calendar, infographics and sample social media posts.
 - This year, we have listed out all the global observances on the calendar page so you can see what celebrations you can leverage for each month. Instead of dividing the toolkit by month, as every country may celebrate “Heart Health Month” or “Brain Day” at a different time, we divided the toolkit with by themes and key messages.
 - Following the calendar, we have major themes like Heart Health, Prenatal Health, Omega-3 Supplement Types and more. We have key messages for each theme that you are welcome to use or it's there for inspiration. We still have example social media posts you can download – those are updated from last year, and we attached other resources like videos and infographics under each theme as well.
 - Lastly, we added a page with all the infographics we've translated into other languages, to accommodate our brands in other markets.
 - Please share any feedback and suggestions you have with us.
 - Chelsea – great tool, we don't always use the exact text or posts but it's good to have it there for inspiration.
 - GOED launched a new quarterly e-newsletter for brand member companies
 - Many of you should have received our new brand newsletter last week. It's called *GOED In the Know*. GOED published a lot of resources for our members, and we want to make sure our members who are from a brand or who are in a marketing/communications role know about our consumer education tools and

don't miss out on them. So this quarterly newsletter provides a quick summary of key resources we've developed over the last quarter. In our last newsletter, we reminded everyone of our new communications toolkit, a new infographic we published last quarter and free webinars and reports for you.

- If you didn't receive the first issue of the newsletter, you can see it [here](#) and if you'd like to subscribe please [sign up here](#).
- Please share this with your colleagues.

- Global Omega-3 Day 2025 toolkit available – [see here](#).
 - Elana has updated our Global Omega-3 Day 2025 Toolkit. There were just some minor changes around our key messages. For example, we said 80% of the world population is not getting enough EPA and DHA omega-3s but according to the updated omega-3 map, it's 90%.
 - We also updated some of the pictures. When we first launched this toolkit we didn't have a lot of real examples of how companies participated on Global Omega-3 Day. Over the past two years, we've been able to track various activities and companies have shared their initiatives with us. So, we've added real examples of what people have done to showcase their participation.

- **Main topics:**

- Global Omega-3 Day 2025 brainstorm
 - Vicky - Any ideas on what we can do collectively as an industry to highlight Global Omega-3 Day? We've been doing more collaborations with our brands on social media, like our post with NOW Foods and we will do another one soon with Nature's Way. It's nice to highlight our brands and also get engagement from our audience.
 - Sarah - We'd like to start brainstorming about what we can do collectively for Global Omega-3 Day 2025 now because we know it takes some time to organize these activities for brands.
 - Chelsea – We'd like to do more with GOED, so we can get our followers to follow your page. Videos tend to do well so I wonder if we can have a video series like "GOED Member Spotlight" where each member talks about what Global Omega-3 Day means to them. Instagram has a new feature to co-post. So GOED and NutraSea co-post, the post will show up for GOED's audience and NutraSea's audience too. It is a great way for people to discover new pages.
 - Sarah – Perhaps we can animate some of GOED's infographics since videos do better.
 - Majorie – I would like Nestle to pull in our sister brands and do something together. We're just so big that sometimes I don't even know the people on our other brands. Someone from one of our sister brands reached out to me after they saw me as a candidate for the Plus Level Representative on the GOED board and asked like "who are you, where do you work?"
 - Sarah – Ellen and Elana are not here and Vicky can't talk today so I'm going to offer their resources. What if GOED did a webinar/ workshop for all of your sister brands to bring them together and do something across all your different channels?
 - Marjorie – I'd like that a lot! Omega-3 is an important category for us, but some of the claims are not proven yet. I think there's still a lot of work to do for

education. I did do a webinar earlier this year with GOED and we're talking about doing a couple more on sustainability and pre-term birth. I was also a speaker at the GOED Exchange.

- Vicky – We will follow up with you on that after the call.
- Chelsea – It would be huge if Nature's Bounty posted something.
- Sarah – What else is everyone doing for Global Omega-3 Day?
- Chelsea – Are the resources out? As a brand, we prefer to have the resources ready at least 1.5 months ahead. We are trying to be better about planning ahead.
- Vicky – The Global Omega-3 Day toolkit is available now as we mentioned, and the 2025 Communications Toolkit is ready too. We also updated our GlobalOmega3Day.com website.
- Sarah – If you have other ideas, please reach out to GOED.
- Vicky – I will also be at SupplySide West if anyone would like to set up a meeting to discuss Global Omega-3 Day or anything else GOED could help you with.
- Katrina – Please make sure to stop by the cocktail reception sponsored by Nuseed at the GOED booth (3555) on Wednesday, October 30, from 4:00 – 5:30 pm. I don't want to give too much away but I've created something special and I can't wait for everyone to try it!
- Sarah – and the GOED member meeting is on October 29, from 4:00 – 5:30 pm, in the Tradewinds A&B room at the North Convention Center. Like always, there will be time for networking.

- GOED looking for a new social media agency
 - Chelsea – I introduced a social media agency to GOED and wanted to know how that's going.
 - Vicky – We met with the agency and we liked them, it's nice that her team has worked with other omega-3 brands. We also met with a few other agencies and freelancers. We can't get back to them yet until the GOED Board tells us how much budget we have.

- **Housekeeping**

- Next call: November 19, 11:00am EDT [[Click here for your time zone](#)]
- Open call for member presentations, also member features in Omega-3 Insider

GOED Newsletters: If you do not receive newsletters from GOED, such as the weekly *GOED Current*, please sign up here: <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>.