

How GOED Supports Key Roles Across Your Omega-3 Business

GOED is the global industry expert, dedicated to increasing EPA and DHA consumption worldwide. Our activities are connected to the key business areas within your company, making us a one-stop-shop for growing your business.

Sales/Business Development

- Sales Leads and Strategic Introductions
- Market Research & Data
- Industry Intelligence on Issues and Topics
- Market Exposure at Trade Shows

Research & Development

- Searchable Database of All Published Studies (50,000+) on EPA/DHA
- Scientific Analysis and Dissemination
- Scientific Reports, Webinars and Infographics

Marketing

- Consumer & Health Professional Education
- Consumer Research Insights
- GOED Proud Member Logo
- Communications Tools

Corporate Affairs

- Crisis Management (Negative Media Rebuttals)
- Sustainability Education
- Supply Chain Risk Management

Regulatory Affairs

- Work with Governments and NGOs to Protect & Promote EPA/DHA Omega-3s
- Address Regulatory Questions and Issues
- Collate Global Regulations and Claims

Technical/ Quality Assurance

- GOED Monograph (Quality Standards) and Technical Guidance Documents
- Guidance on Technical Questions & Issues
- Technical Advisories & Reports

