



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

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**Meeting Goal:** GOED to provide an update on various outstanding projects and events.

**Attendees:**

- Sarah Christiansen, Epax (Chair)
- Nicolas Cruz, Golden Omega
- Katrina Benedicto, Nufarm
- Margherita Pastia, SFI Health
- Jolie Root, Carlson
- Merethe Thomassen, GC Rieber
- Nicole Kunin, MSC
- Fransico Gasso, Brudy
- Lauren Jensen, Eqology
- GOED: Chris Gearheart, Elana Natker

**Agenda:**

- **Welcome new committee members:**
  - Margherita Pastia, SFI Health – Hi, I'm in Switzerland
  - Hannah Ward, Nutrasource – [Did not attend but was on the May call]
- **Vitafoods Europe**
  - Sarah: Did anyone here attend? Nicole, did you go?
  - Nicole: No, Martina went this year
  - Sarah: Well, I thought it was different than from Geneva. It was very busy and had a good vibe. We hadn't been happy with the exhibit much in recent years, but we were happy this year. So much that Informa will be making the exhibit bigger next year – they are adding another hall.
  - Merethe: I was there. It was my first time at Vitafoods. It was a good experience, very busy and had great meetings, great discussions. It was a good opportunity for me to learn more.
  - Sarah: It seemed like everyone had a good idea of why they were there and what they were looking for. It was good.
- **Lifecycle assessment (LCA) white paper project (Chris Gearheart)**
  - Chris: This is an advisory document that GOED will be completing over the next 8 months or so. A lot of the sustainability world is proving that you're paying attention to general sustainability and corporate responsibility topics that you're trying. Things like:
    - Stakeholder analyses
    - Materiality assessments
  - GOED has done some of these activities already
  - LCA is an engineering document to look in detail about how you effect the environment from raw material to finished product
  - Very complex and difficult
  - Very few GOED members have done this

- GOED isn't creating an LCA itself – that would be \$10 million and 10 years with a team of 10 people – too complex
  - What we are doing is a white paper/advisory document to show omega-3 companies all along the supply chain how they can conduct an LCA and which variables should be included.
  - It's akin to a GOED monograph, but for an LCA
  - Will be done in 2-3 steps:
    - 1: Sets standards for what's good to have for an LCA
    - 2: Advice for companies that want to conduct their own analyses
    - 3: (if funded): would build out steps 1 and 2 and then train people on how to do it.
  - Will be working with LRQA and its subteam, EcoEngineers
  - Sarah: Interesting, thank you
  - Katrina: We've worked with Eco Engineers. Which standards are you using?
  - Chris: ESO standards – there will be 3 that they're folding in. They have their own ISO accreditation.
  - Katrina: Very exciting.
- **Infographic refresh (Elana)**
    - Elana: Some infographics have been in need of an update. We've been mentioning a few in the GOED Current.
    - Eye health infographic was updated for our Korea event a while ago. Gave it similar look and feel as other websites.
    - Other infographics are so old – from Coalition Campaign (early 2015 or so) – and with outdated information.
    - All infographics are on GOED website for members to use: Resources > Tools for Consumer Education.
      - Consumer infographics are on AlwaysOmega3s.com, and HCP ones on FatsOfLife.com
    - Pregnancy one is new, Why You Need EPA/DHA omega-3s (minor updates)
    - All updated infographics also have disclaimer language added as well as a "Last Updated: [date]" so we can keep track of when they've been updated.
    - Systematically making updates since we can't do everything all at once.
    - We need to make sure that any translated infographics reflect updates if their English-language version has been edited.
    - A brand new heart-health infographic will be created soon and will go through Comms Committee and Regulatory Committee review before it's finalized.
    - Margherita: I'm not sure if I have the credentials or ability to navigate and access these materials?
    - Elana: Yes, go to GOEDOmega3.com and go to Resources > Tools for Consumer Education. They're for everyone. But also go to Member Portal/Dashboard to log in for even more tools.
    - Chris: If you go to webpage, when you click login, all you have to do is enter your name and your company email and you should be given access.
    - Margherita: Amazing. I think we can take a lot of inspiration from your assets.
    - Elana: Yes, absolutely use our Communications Toolkit and calendar.

- We just posted our key messages for members, too. Only visible to members when they're logged in to see them. You can use them to build your own communications resources.
- Margherita: Thank you. I'll try, and I'll share with my internal/Global team as well.
- Sarah: Since AlwaysOmega3s.com is the consumer website, Epax links to that for more general information about omega-3s.
- Elana: Yes, and we have some infographics we only want for health professionals, like on bleeding or deeper science on dosage. Those are on FatsOfLife.com
- Sarah: Should we make social media carousels of the infographics as well?
- Elana: Yes, they're in the toolkit, which we update around August of the previous year. We also post carousels regularly on our own social media. Our hope is that member companies are following us and can repurpose/reshare what we post.
- **GOED Consensus Panel project update (Elana)**
  - Elana: Things have changed slightly since we last talked about the Consensus Panel. This is a project with 7 scientists/health practitioners who are very involved in omega-3 research and science and who can help us answer the question: how much EPA+DHA omega-3s do people need.
  - This will not be a dietary reference intake or WHO statement, but it will be something that gives us a stake in the ground.
  - It will culminate in a piece of literature that will be in a peer-reviewed publication and be citable.
  - We were hoping to have the consensus complete by September, but after talking with the 7 panelists and further solidified the scope and studies reviewed, it will take a little longer.
  - The goal and outcome is still the same, it will just likely take a little longer.
- **[2025 Member survey](#) – please complete! (Chris)**
  - Chris: We're conducting our 2025 Member Satisfaction survey. It's valuable to us and helps us make adjustments to better serve our members. Yes, it's long but it's helpful to us to get feedback.
  - Sarah: You're looking for people individually, not one person acting on behalf of the company?
  - Chris: Yes, we want at least one person from as many companies as possible, but also as many people from the companies, and in different roles, as possible.
  - Sarah: What if we can't remember if we filled out the survey?
  - Chris: We can maybe figure that out, especially if you added your (optional) email address at the end. Or, you can send me an email and we can figure it out.
- **Housekeeping**
  - Next call: **Tuesday, July 15, 2025, 11:00am EDT** [[Click here for your time zone](#)]
    - Guest speaker slated for this call – please save the date!
    - Harmony Merloni from Nordic Naturals will talk about their ocean cleanup project happening in September.
  - Open call for member presentations, also member features in Omega-3 Insider
  - Still looking for [Testimonials](#) for GOED website

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