



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

Communications Committee Call Minutes | May 14, 2025

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

Attended:

- Sarah, Epax (Chair)
- Dimitri Sclabos, Tharos
- Marjorie van Kuik, Nestle Health Science
- Jonas Tornquist, Natural Pharmaceutical
- Kelly Han, Supplement Certified
- Geoff Wills, Nature's Way
- Hannah Ward, SGS Nutrasource
- Nicolas Cruz, Golden Omega
- Katrina Benedicto, Nufarm
- John Nesler, Nufarm
- Sapna Misra, Bizen Chemicals
- GOED - Elana Natker, Ellen Schutt, Vicky Lin and Kaitlin Roke

Agenda:

Social Media Report

- Elana: We're working with a different social media company this year; in fact, it's an agency Nature's Way recommended to us. Our social media report this year is largely a continuation of our previous efforts, and we're still seeing good engagement. Our engagement rate on Facebook remains quite good. While we typically see carousel posts (those with two or more pictures or videos) perform well, static images are now doing better. We believe this is due to the gorgeous photography provided by our new agency, which is something we didn't quite have before. We are very pleased with this.
- Vicky: It also surprised me that our static posts are doing better. We also do posts for Mother's Day, Easter, or other global observances, which is helping with engagement. Same with recipes. Overall engagement is growing, so that's good.
- Elana: We also boost our posts on Instagram, which helps with engagement too. The social media platforms that we're mostly working with this year are Instagram and Facebook. We are not spending any time on X/Twitter. We just don't see any engagement on that. We also have Pinterest, but we're not really tracking followers or anything like that. We are putting some of our consumer infographics on Pinterest.
- Sarah: I was looking at a report by Euro Monitor and Semrush. It's a really good report. It's called ["The state of FMCG e-commerce: Fastest-growing brands and channels in 2025."](#) They're showing a lot of growth for YouTube, which is pretty interesting. I felt like it died 15 years ago. Should we consider doing videos?
- Elana: We do have a channel. We take our shorter videos, certainly our Ask the Experts and stuff, and we put them on YouTube as well.
- Vicky: I think a lot of growth comes from the YouTube Shorts, which is like the same idea as TikTok and Instagram Reels. I suggested recycling our reels and just posting on our Youtube

channel as well. As for doing long form videos, I don't think GOED can take that on right now. We will recycle our Reels for now.

- Ellen: Did the report show growth for TikTok?
- Sarah: I think it's like 38% for TikTok and 34% for Instagram and the biggest one was Reddit, 64%, which is also very interesting.
- Elana : We want to reach audiences where they are, but we don't really have a YouTube strategy. It is something that we can consider for future years. But it's gonna take a lot for us to get on a TikTok. We're just not sure of the longevity of that platform, but it is something we're keeping an eye on. Sarah: consensus consensus panel project updates.

Consensus Panel

- Elana: We've mentioned this previously, but just to refresh those who weren't on the call before, one undertaking we're doing this year is assembling a small group (6-7 people) of scientists and clinicians to reach a consensus on EPA and DHA omega-3 intake recommendations for the average so-called "healthy" person. We're working with Nlumn, the agency run by Josh Anthony, who has spoken at the GOED Exchange several times and has experience with this type of consensus panel work. We hope to reach consensus and at least be able to discuss it internally by September. We also want to publish the proceedings from this entire process in scientific literature to create a record of the group's work.
- Elana: The panelists we have are Tom Brenna, Penny Kris-Etherton, Phil Calder, Bill Harris, Raffaele De Caterina (an MD from the University of Pisa in Italy) and Michelle Routhenstein, an RD from New York.
- Elana: We're trying to get an epidemiologist. It would be a good addition to round out this panel. But we're also going to have somebody called a "provocateur." It will be Norm Salem, if you know him, who is very active in the omega-3 research space. We won't involve him until a little further along in the process, but hopefully he will ask the right questions and make sure that we hit on all the things that we need to hit on, so that we have a well thought out consensus statement.
- Ellen: We're just trying to find a time or a series of times that work for everybody, so we can have a series of virtual meetings leading up to the in person meeting in September, in Washington, DC.
- Dimitri: There's a professor, Dr. Robert McNamara from the University of Cincinnati. He has done a massive amount of work in brain health and omega-3s. Perhaps we can talk to him and see what he can offer.
- Ellen: He spoke at the GOED Exchange, probably 10 years ago. We weren't focused so much on brain health because the larger body of science is around heart health, like Elana said, we want this to be a recommendation for a healthy adult, but it has to be connected to science and the most of the science, it's usually connected to the cardiovascular.
- Dimitri: Maybe we can expand on that in the future.
- Ellen: Maybe later. I mean, we've talked about pregnancy, you know, doing something for pregnant women as a second step next year at some point since that's a very important community and there's really solid science. So yeah, we'll call this step one.
- Elana: The goal is to reach consensus on a recommended omega-3 intake for healthy individuals, enabling us (dietitians, health communicators, etc.) to provide a consistent answer. This published consensus will support omega-3 promotion activities and help align with country-specific intake recommendations (e.g., DRIs).
- Sarah: Excellent. It's a really good initiative.
- Geoff: Theoretically, this is coming out in September? From a communications perspective, could it be usable at that point?

- Ellen: You probably need the paper first. We launch in September and get key opinion leaders, maybe media too, in the room. It'll be the official launch of what the panel has determined.
- Geoff: Too bad the timing doesn't line up with Omega-3 Day.
- Ellen: Hopefully, we can get the paper published by Global Omega-3 Day.
- Geoff: That would just give some more "teeth" to the day. Having that very specific kind of baseline would be awesome by then. So the recommendation is a baseline for healthy adults, indicating the minimum intake for the broad population without managing specific health issues. Unhealthy individuals should consult their doctor, as their needs would likely be greater. This establishes a floor for intake based on a definition of "healthy."
- Elana: Yes, and I'm just making this up as an example: if someone has a bleeding condition, maybe they shouldn't take omega-3s. For the most part, regarding pregnancy, we'll probably see a recommended increase in intake. Similarly, if someone has a history of heart disease or major depressive disorder, the recommendation will likely be for a higher intake.
- Kelly: Just want to jump in here while we're discussing scientists and research publications related to brain health. I'm from Supplement Certified, and our founder, Professor John Nolan, is hosting a [brain and ocular health conference in Boston](#) this June. If we're looking for research publications or contacts in the field of brain health, many research papers will be published for the very first time at this conference. If anyone is near Boston around June 21st to 23rd, please keep this in mind.

Omega-3 Innovation and Solutions Forum

- Ellen: This is an initiative Ashley put together to showcase our members who provide services to the omega-3 industry, such as testing laboratories, research firms, and contract manufacturers. We have included information about these 20 participating companies on the forum and in our recent newsletters. Additionally, there is a dedicated page on our website featuring videos from all these companies. The purpose of this is to ensure you can easily find a particular service or value-added offering.

Requesting GOED Member Testimonials

- Ellen: We haven't gathered additional testimonials recently, and we haven't done enough with these. We want new members or prospective members to see the value of GOED. So far we have different members saying, "here's why my membership is important to me." We just want to recruit others from different segments of the supply chain and different parts of the world. We could do an interview with you in person or you could just record yourself on Zoom. So we'll take whatever format makes sense. Vicky can give you more specific technical details, but you know we'd love to hear why you love GOED.
 - Note from Vicky - If you'd like to film one for us, please make sure the video is in 16:9 aspect ratio and a resolution of 1080p (1920x1080). You can film this on your phone (horizontally) or on your laptop.
- Sarah: Next week is a great opportunity for those of you in Barcelona. So please keep that in mind that this is very helpful for the GOED.

Vitafood Europe

- Ellen: Our member meeting is on Wednesday, May 21 from 8:00-9:30 am in Conference Centre 3, Room CC3- 3.11. GOED will give an update on recent activities and industry news, and a light breakfast will be served. RSVPs are not necessary.
- Ellen: We will also have a cocktail reception on Wednesday, May 21 from 4:30-6:00 pm at our pavilion (booth#4D38A). Same time as Epax, hopefully we'll see you at both.

GOED Exchange 2026

- Ellen: Hopefully, everyone knows it's March 17-19 next year in Singapore. It's at a hotel called the Shangri-la, it's a beautiful resort hotel and I think it's going to be a great venue.
- Ellen: We are currently developing the agenda for the upcoming GOED Exchange in Singapore. We are seeking speaker recommendations, particularly for a regional overview panel discussion focused on Southeast Asian countries such as Indonesia, Malaysia, Thailand, or Vietnam. Our ability to include these countries depends on finding suitable speakers who can discuss the market in general. If you have connections in Southeast Asia, please reach out, as we aim to highlight our presence in Asia. We are looking for more speakers from this region and want to ensure some sessions specifically address this rapidly growing omega-3 market. Please share any speaker ideas you may have. Additionally, we are seeking sponsorships, which are crucial for making this event special and unique. Sponsorship interest has been slower this year, so if you would like to learn more about sponsorship opportunities and how to get more involved in the event, please let us know.
- Ellen: The challenge lies in finding a speaker who can effectively communicate with a diverse audience, considering variations in language and culture. Last year's speaker illustrated this point by discussing how individuals from Sweden, the UK, and America might answer the same question differently. It's important to ensure our keynote speaker is similarly aware of these nuances. While I won't reveal too much yet, the keynote speaker I found has a strong understanding of diverse audiences. We anticipate their presentation will be engaging and suitable for attendees from all represented countries. Last year, we welcomed participants from 35 countries, and we hope for a similar turnout this year.
- Dimitri: You will send a link for the hotel?
- Ellen: Yes, we're hoping to open registration in August. The Exchange is in March rather than January or February, but we are still hoping to open registration in August or September. We'll have the website up with preliminary speakers and an agenda and everything, so people can get excited about it.

Housekeeping

- Next call: **Tuesday, June 17, 2025, 11:00am EDT** [[Click here for your time zone](#)]
 - Back to our usual day and time!
- Open call for member presentations, also member features in Omega-3 Insider