



# Membership Benefits

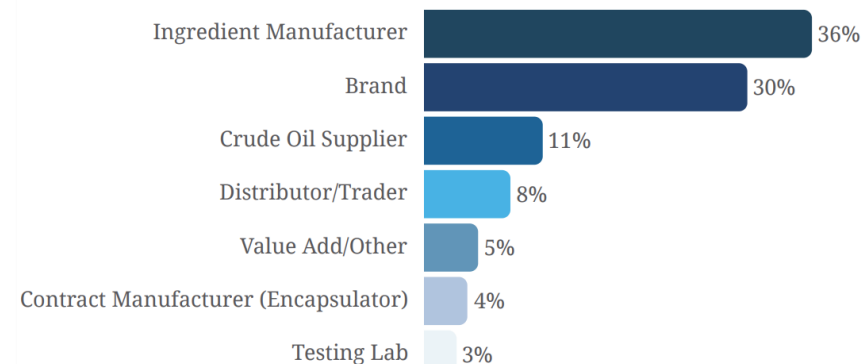
May 2025

# Who We Are

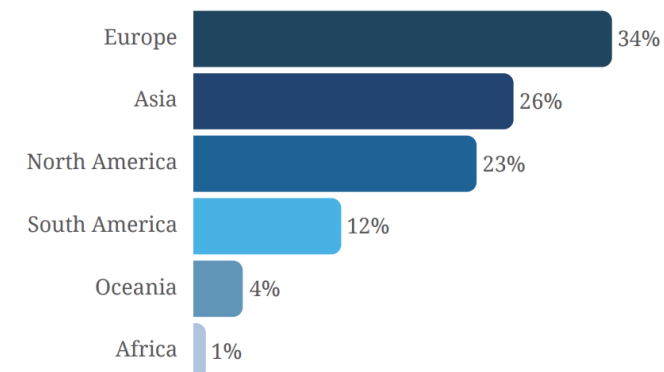
GOED is **the global omega-3 industry advocate and knowledge hub**. We use science-based information to promote consumption of and enable access to quality EPA & DHA from all sources for a positive impact on public health.

We have **over 200 members and partners around the world** representing the entire supply chain of EPA and DHA omega-3s, from fisheries and crude oil suppliers to refiners, concentrators, contract manufacturers and brands.

GOED Member Value Chain Positions, By Percentage



Headquarters of GOED Members, By Region



December 2024

# The Team



**Ellen Schutt**  
Managing Director



**Harry B. Rice, PhD**  
Vice President of Regulatory  
and Scientific Affairs



**Aldo Bernasconi, PhD**  
Vice President of Data  
Science



**Gerard Bannenberg,  
PhD**  
Director of Technical  
Compliance and Outreach



**Chris Gearheart**  
Director of Sustainability and  
Analytics



**Elana Natker, MS, RD**  
Director of Consumer and  
Health Professional  
Communications



**Kaitlin Roke, PhD**  
Director of Scientific  
Communication and Outreach



**Ashley Becnel**  
Global Business Development  
Director



**Vicky Lin**  
Marketing Communications  
Manager



**Gabriela Cortez, MSc**  
Regulatory and Technical  
Support Manager



**Mark Myers**  
Controller

# Membership Benefits by Level

Member Benefits	Leadership \$48,000	Plus \$18,000	Base \$9,000	Associate* \$4,000
Access to The GOED Current weekly newsletters and Solutions Needed section, which connects members to potential partners and customers	✓	✓	✓	✓
Serve on GOED's member-driven committees	✓	✓	✓	✓
Access to Global EPA and DHA Omega-3 Ingredient Market Report	✓	✓	(discounted)	--
Access to Global Market Report for EPA and DHA Omega-3 Finished Products	✓	✓	(discounted)	--
Access to other research reports covering North America, Europe and Asia	✓	✓	(discounted)	--
Access to Consumer surveys in 20+ countries	✓	✓	(discounted)	--
Detailed list of your company on GOED's online directory	✓	✓	✓	✓
Use of Proud GOED Member logo on your website, marketing materials and/or consumer labels	✓	✓	✓	✓
Strategic introductions to GOED members	✓	✓	✓	✓
Access to Clinical Study Database cataloging all human omega-3 trials	✓	(discounted+)	(discounted+)	--
Access to GOED's Technical, Regulatory and Scientific information	✓	✓	✓	✓
Exposure at trade events around the world by exhibiting in our Omega-3 Resource Centers	✓	✓	✓	--
Eligible for full-voting membership	✓	✓	✓	--

\* Associate level membership is only open for testing labs, antioxidant or flavor suppliers, contract manufacturers and equipment manufacturers.

+ Plus level members also receive two free concierge projects and Base level members receive one free project.

# GOED Supports You

Learn about the benefits of being a GOED member and  
how we help you grow your business





# GOED Supports Your Omega-3 Business

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



# Sales & Business Development

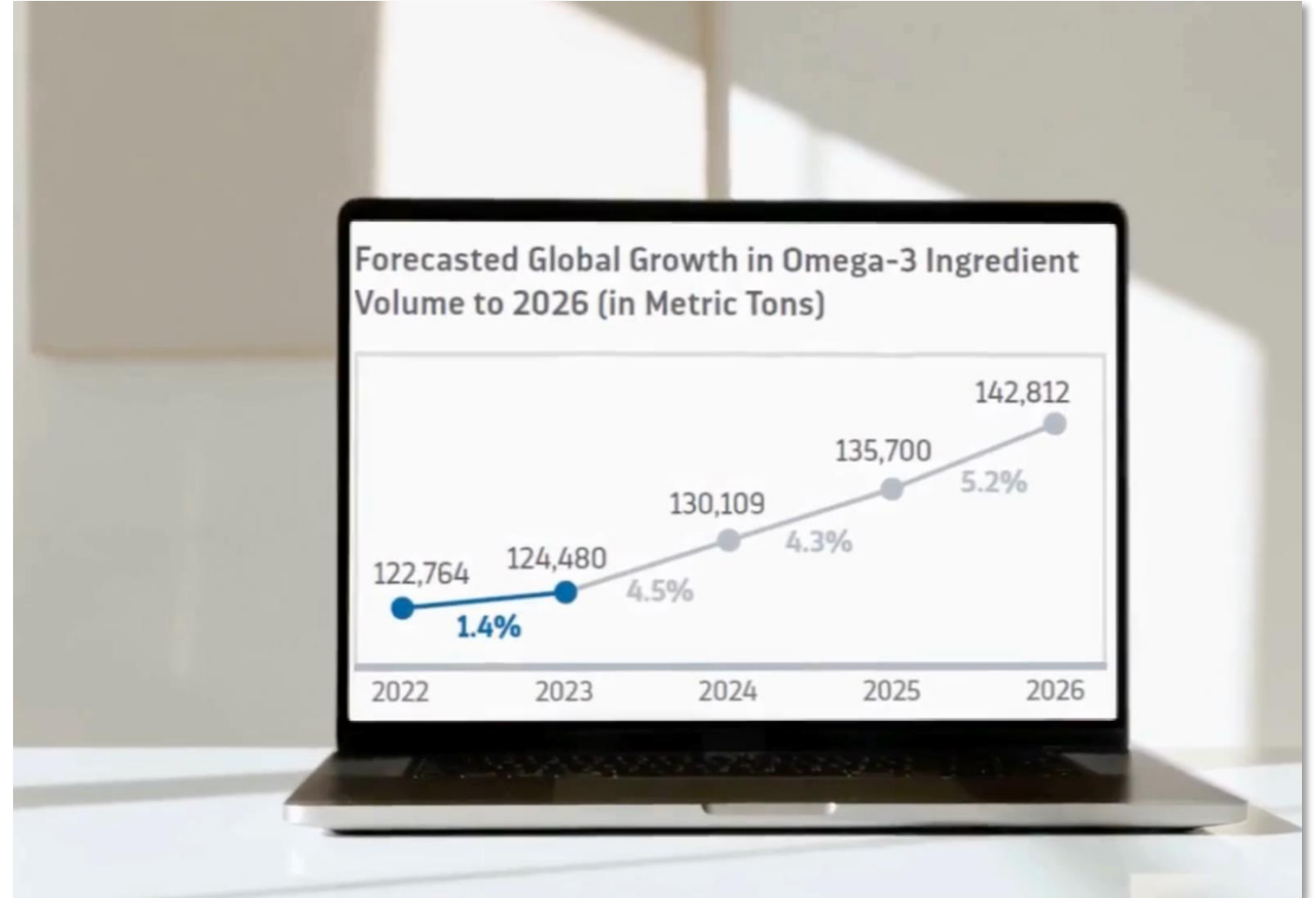


- Market research and data
- Member-to-member introductions by GOED
- Sales leads
- Industry intelligence on various issues and topics
- Newsletter advertising
- Enhanced Member Directory Listings
- Market exposure and networking
- Strategic partnerships

# Market Research and Data

Inform your business decisions and gain insights into the:

- **US\$2.09 billion EPA + DHA ingredient market** with the *Global EPA and DHA Omega-3 Ingredient Market Report*
- **US\$52 billion market for related finished products** using the *Global EPA & DHA Finished Products Report*



NOTE: Reports and data are available as part of Leadership and Plus level memberships; Base and Associate level members receive discounted pricing



# Member-to-Member Introductions & Sales Leads

- GOED will make **strategic introductions connecting you to potential partners and customers** within membership.
- **Secure new sales leads** through the “Solutions Needed” section of *The GOED Current* weekly newsletter. Hundreds of connections are made through GOED, linking companies looking for products and partners each year.

## Solutions Needed

*GOED is offering connections for companies looking for omega-3 related solutions or partners. If you want to include an anonymous request, please contact [Ashley Becnel](#)*

A GOED member is looking for partners and consulting services for a fish oil refinery factory project in Oman. [Posted 10/21/2024]

[Inquire »](#)

A pet brand is looking for approximately 30% DHA content that is ethoxyquin free. [Posted 10/7/2024]

[Inquire »](#)

A Saudi Arabian company is looking for consulting advice on growing algae with alkaline water. [Posted 10/7/2024]

[Inquire »](#)

# Latest Industry Intelligence

- GOED's weekly newsletter and breaking news alerts **provide real-time analysis on trends and issues** impacting the industry.
  - News categories include, but not limited to, Supply Chain News, Regulatory Updates, New Products and Financial News.
- The *GOED Current* **reaches over 1,300 decision-makers** at member companies.
  - A **Chinese edition (The GOED 动态)** is available for members in Chinese-speaking countries.



# Increased Visibility within the Omega-3 Industry

Companies can increase their visibility through:

- The **Member Spotlight series** on GOED's LinkedIn page, which has over 4,300 followers
- A **Meet the Member video** featured in the weekly newsletter, which goes to more 1,300 decision-makers in the industry
- **Advertising in the weekly newsletter** with Leaderboard and Box ads



**GOED Omega-3**  
4,333 followers

In this GOED Member Spotlight, we're featuring **SPES S.A.**, an omega-3 fish oil producer from Chile. Today is extra special as they celebrate 78 years of innovation and excellence—congratulations on this incredible milestone! 🎉 ...more

**GOED Member Spotlight**

**SPES**  
TOMORROW IS TODAY

**WHAT MAKES SPES UNIQUE?**

Since 1947, our expertise and commitment to innovation have driven us to deliver top-quality omega-3 products for both humans and animals. With decades of experience, we create solutions that enhance well-being. Our long-standing presence in the industry has earned us a reputation for providing effective, reliable products that truly make a difference.

**WHAT DO YOU THINK IS THE BIGGEST CHALLENGE IN THE OMEGA-3 INDUSTRY?**

The biggest challenge in the omega-3 industry is educating consumers about its health benefits while dispelling misconceptions. As demand grows, raising awareness about product quality and effectiveness becomes essential. **Proper education empowers consumers to make informed choices for better health.**

**WHAT ARE THE CORE VALUES AT SPES?**

Our values are built on **passion** (in Spanish there is only one s):

- Perseverance:** We are committed to our goals.
- Attitude:** We strive to lead by example.
- Sincerity:** We are open and honest.
- Integrity:** We value transparency.
- Optimism:** We are enthusiastic and positive.
- Naturalness:** We embrace simplicity and spontaneity.

# Market Exposure & Networking at Trade Shows

Members can **exhibit in the Omega-3 Resource Center Pavilion** at trade shows around the world, saving time and resources.

- Vitafoods Europe (25,000+ attendees)
- Vitafoods Asia (12,000+ attendees)
- Supply Side Global (15,000+ attendees)

**Network at member meetings and cocktail receptions** at trade shows including:

- Natural Products ExpoWest
- Vitafoods Europe
- Vitafoods Asia
- SupplySide Global



# Marketing & Communications



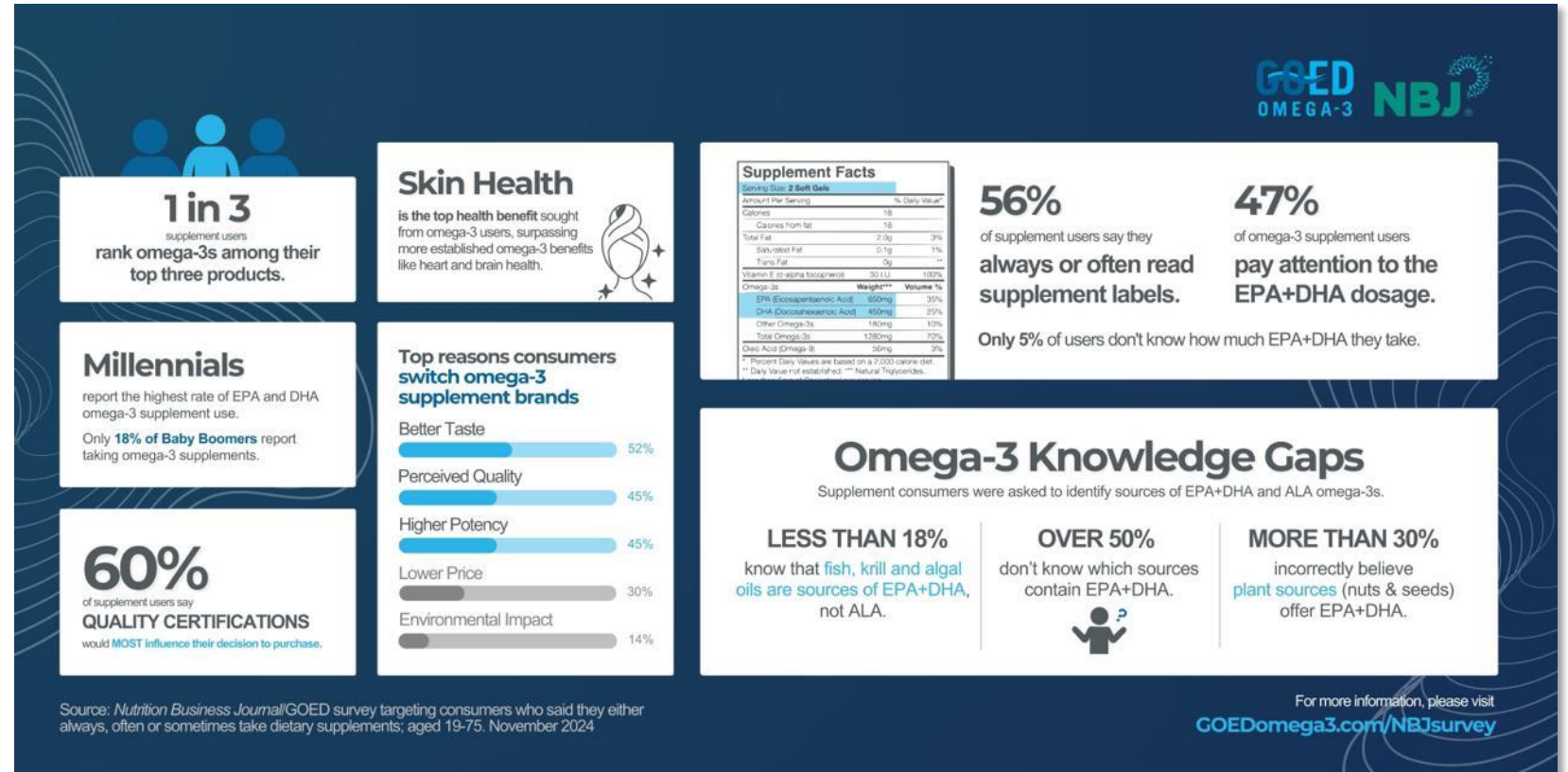
- Consumer research insights
- GOED Proud Member logo
- Quarterly newsletter for brand and marketing teams
- Consumer and health professional educational tools
- GOED experts (PhD and RD) available for media, presentations, roundtables, and other educational opportunities
- Communications Committee



# Consumer Market Insights

GOED commissions consumer market research to offer members new insights including:

- Consumer survey data featuring consumer attitudes and behaviors around health and wellness, information sources and purchase influencers in more than 20 countries





# Consumer & Healthcare Professional Educational Tools


GOED launched [AlwaysOmega3s](#) and [Fats of Life](#) to educate consumers and healthcare professionals. The sites offer toolkits and infographics that members can use in their own marketing and communications. The [communications toolkit](#) provides turnkey social media posts, key messages, videos and themes to help in your outreach. All materials can be translated into other languages as well.



# GOED: In the Know – Quarterly Newsletter

GOED distributes a quarterly snapshot to brand and marketing members to keep them updated on the latest resources, webinars and news available. The newsletters feature:

- Consumer and healthcare professional resources (e.g., infographics, toolkits)
- Latest science
- Webinars and presentations
- Networking events



A Quarterly Snapshot of Omega-3 News & Resources for Brands

January 30, 2025 3 minute read

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### UPCOMING


#### Spotlight on China: Understanding Tmall, Social Media and the Growing Health Market

Join us for an exclusive webinar, presented by GOED partner [Alibaba](#), where experts will share key insights into China's fast growing maternity and health sectors as well as social media and Tmall developments. The event will take place on February 18 from [9:00 am-10:00 am EST](#) and will cover:

- Trends in China's cross-border maternity market, as well as omega-3 market data
- Tmall Global's new merchant strategies
- Overview of China's leading social media platforms
- Success Story: GOED member [WHC](#)'s journey to become a top health industry brand

Learn valuable strategies, including how to collaborate with influencers, to successfully grow your business in this rapidly expanding market.

[Register here](#)



# The GOED Proud Member Logo

- The **GOED Proud Member logo** allows members to **showcase their commitment to integrity, responsible behavior and the production of quality products.**
- Members around the world feature the logo on websites, marketing and sales materials, trade show booths and product labels.

## EPA and DHA Omega-3 Products You Can Trust

Members of GOED have made a pledge to uphold standards of quality and ethics, including important specifications that are at least as strict as applicable regulations around the world. GOED's ethics standard requires members to provide truthful information about their products and to behave in an ethical way.

Here are some of the products you may find in the United States, in stores or online. On the next page is a complete list of GOED member companies that make omega-3 dietary supplements sold around the world.



To learn more about GOED Omega-3's standards of quality and ethics, visit [goedquality.com](http://goedquality.com).

# Regulatory Affairs and Technical/Quality Assurance



- Work with the government and NGOs to protect and promote EPA/DHA omega-3s
- Guidance on regulatory and technical questions and issues
- Global Omega-3 Navigator - a new resource detailing global quality standards, composition and health claims and intake recommendations
- GOED Monograph (quality standards) and technical guidance documents
- Technical advisories and reports
- Regulatory Affairs and Technical Committees

# GOED Quality Standards

- GOED's unparalleled quality standard gives you **solid credibility in the industry**
- The **GOED Voluntary Monograph** has served as the omega-3 industry's **standard of quality** since 2002
  - Among the strictest quality standards in the world
  - Members must comply as condition of membership



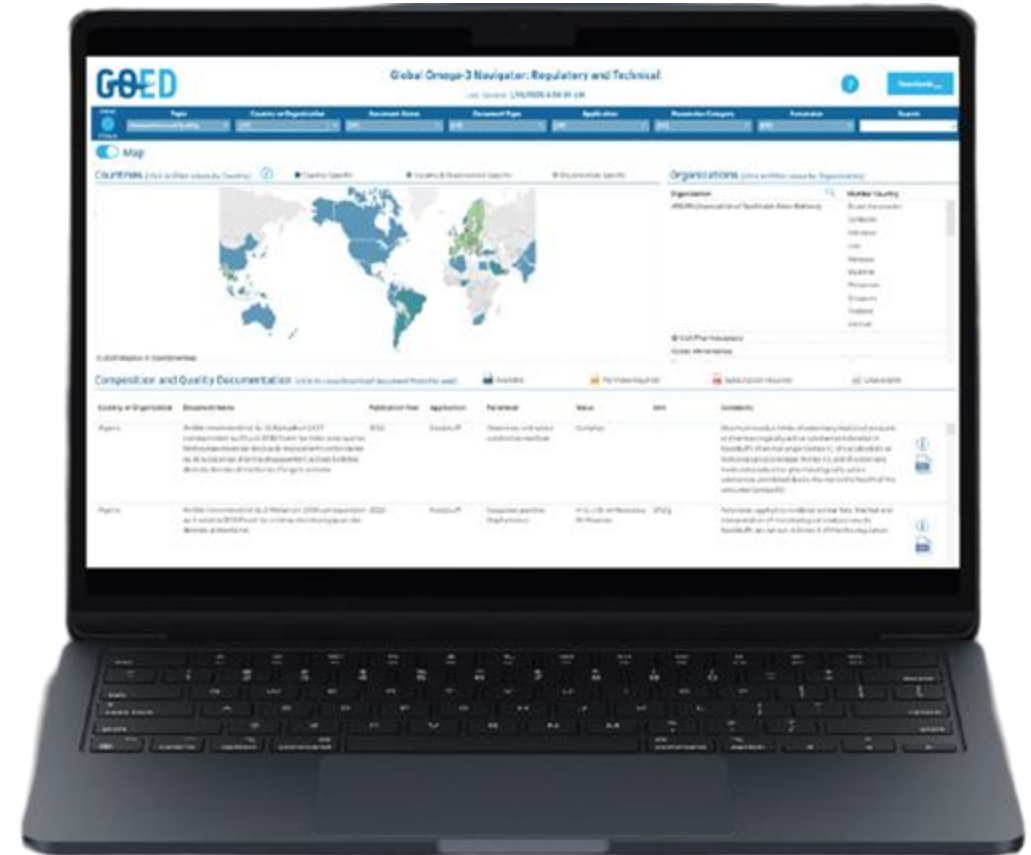


# The Global Omega-3 Navigator: A Powerful Regulatory and Technical Resource

The Global Omega-3 Navigator: Regulatory and Technical is an **interactive tool designed to help members easily access and navigate global regulatory and technical information** relevant to the omega-3 industry.

The Navigator consolidates insights into regulations, monographs, technical standards and guidelines across various regions, bringing all the essential information into one place. Continuously expanding to cover additional topics, the Navigator currently focuses on three key areas:

- Claims – Health and nutrition claims permitted worldwide
- Composition and Quality – Requirements from monographs, standards, regulations and guidelines for omega-3-rich oils
- Recommended Intakes – EPA/DHA intake recommendations from global institutions





# Regulatory and Technical Information and Advocacy

GOED actively advocates for regulatory change.

- Monitors regulations, standards, claims, guidance, etc. around the world
- Submits comments to various governments about regulatory issues
- Offers guidance to members on related issues

GOED provides technical guidance on topics of importance to membership.

- Monitors technical guidelines and requirements from bodies around the world
- Offers guidance to members on technical issues such as contaminants, quality parameters, test methods for omega-3 products, etc.



# Contaminants Scorecard

The **Contaminants Scorecard** is a comprehensive table that provides a high-level overview about various upcoming contaminants of possible relevance for the EPA/DHA omega-3 sector.

**GOED Upcoming & Future Contaminants Scorecard**

Contaminant	Solubility in refined omega-3 oils	Occurrence data available?	Quantifiable levels in refined omega-3 oils found	Risk to health from food (fish/ fish oil) consumption	Regulations	Perceived concern for omega-3 sector	Manageable	Action items
PFAS	None	Yes	No	High	Not in food or edible oils. Yes in food packaging, plastic (Jan 2025)	Very low	Yes	Manage media (GOED) / Check complex formulations (individual members)
Phthalates	High	Yes	Yes Low levels of individual species found in about two-third of finished products	Intermediate <i>Reproductive health, endocrine disruptors</i>	No (EFSA: group TDI for four phthalates DEHP, DBP, BBP and DINP, and separate TDI for DIDP)	Low	Yes	Continued monitoring
MOAH	High	Yes	Yes	High <i>Mutagenic, carcinogenic</i>	Currently: EU member states harmonized action limit max 2 mg/kg. Proposed ML max 10 mg/kg to be published H1 2025, likely enforced Jan 2027 / max 5 mg/kg Jan 2030. Not clear if ML will apply to crude oils yet. Measurement uncertainties inclusion to be enforced by food authority (end 2024). (FBO	Manageable until 2030. Improved mitigation needed by 2030	Work towards 2030 (improve mitigation and removal, analytical clarity)	- Continued mitigation by individual members  Suggestions: - Laboratory proficiency program for omega-3 oils - Biogenic interference identification - Document current mitigation of MOAH through refining processes, by collecting data from refiners

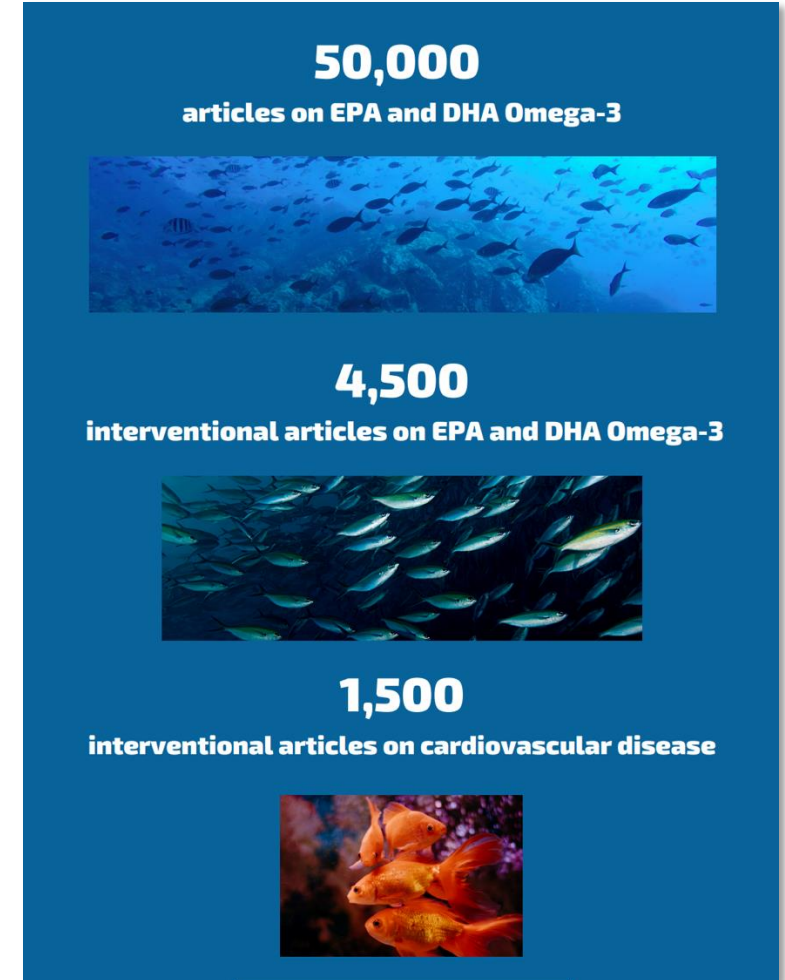
# Research & Development



- Searchable database of all published studies (50,000+) on EPA/DHA
- Scientific analysis and dissemination
- Scientific reports, webinars and infographics
- Science Committee

# Clinical Study Database (CSD)

- GOED **works to further the science** by publishing original research and analyzing and responding to new publications
- The Clinical Study Database is a **one of its kind database** cataloging **all human clinical trials on omega-3s**
- The database can be used for:
  - Substantiating claims
  - Performing systematic reviews and meta-analyses
  - Identifying gaps in research
  - Preparing white papers and opinion editorials
  - Rebutting negative media articles
  - Providing direction in product design and marketing



# Educational Webinars

GOED offers educational webinars to better understand the state of the science around omega-3s and key areas such as eye health and pregnancy.



## ABCs of Omega 3s

Includes: 1 Webinar

[View Course »](#)



## Resources on Eye Health

Includes: 1 Report • 1 Infographic • 1 Webinar

[View Course »](#)



## Resources on Pregnancy

Includes: 1 Infographic • 5 Webinars • 7 Research Articles

[View Course »](#)

# Science-Based Guidance

GOED publishes position statements and papers on topics of interest to members. These papers can help companies communicate with senior management, healthcare professionals, consumers, etc. and drive business strategy.

## Position Statement: Fish vs. Microalgal Oil

Exploring the similarities and differences between DHA and/or EPA from fish oil and microalgal oil

### Background

Microalgal omega-3 oils (of omega-3 industry as consu increases. As more sources many member questions re from fish and microalgal oil: compiled a list of questions

## EPA/DHA Omega-3s and Atrial Fibrillation

Recent studies have called into question the benefits associated with EPA/DHA omega-3 supplementation due to its potential connection with atrial fibrillation (A-fib). While there appears to be a dose-dependent association between EPA/DHA supplementation and risk for A-fib,<sup>1</sup> there are still concerns and unanswered questions about the strength of the association and GOED would like to share some important points.

### There is a very good chance that the

- At least 91 long-term interve outcomes with EPA/DHA su published.<sup>2</sup> Only eight of the at A-fib directly as a pre-spe
- Rarely has A-fib been studie these eight studies reported this is the case in at least tw didn't look at A-fib or saw a

## Reference List for Omega-3 Absorption

In the second half of 2022, there seemed to be a resurgence in member interest — possibly related to innovation and/or marketing efforts — in better understanding EPA and DHA pharmacokinetics, primarily absorption, which is the process of drug (or substance) movement from the site of administration to the systemic circulation, and bioavailability, which is the extent to which absorption occurs (\*definitions from [Introduction to Basics of Pharmacology and Toxicology](#)).

Over the years, GOED has compiled [a list](#) of journal articles on absorption and bioavailability of different omega-3 forms. The list is not considered exhaustive, but relevant new studies are added as they come up.



# Corporate Affairs



- Crisis management (negative media rebuttals)
- Supply chain risk management
- Sustainability education
- Sustainability Committee

# Crisis & Risk Management

At GOED, we actively protect the omega-3 category by monitoring and responding to negative media coverage and flawed science. When misleading stories or poorly conducted studies threaten consumer trust, GOED steps in to provide science-based context, correct inaccuracies and ensure the integrity of the omega-3 narrative remains strong and evidence-based.

GOED helps manage supply chain risk by providing early alerts on supply issues. From poor fishing seasons to geopolitical disruptions, GOED works to ensure our members remain informed and able to respond to global changes.

## Peru Anchovy Fishing Season Cancelled



June 9, 2023: Yesterday the Ministry of Production in Peru [cancellation](#) of the first fishing season in the North-Central country. After a long delay in the start of the season, the government issued a preliminary quota of 1.09 million tons and approved an exploratory fishing period; however, mid-week, the government announced the high presence of juveniles, and yesterday's decision to "to maintain the preservation of the fishing resources." GOED and Peru have reported that prior to the cancellation, approximately 1.1 million anchovy had been caught.

Further, Peruvian officials have reportedly [declared](#) that anchovy is overfished and they will issue an emergency decree to determine the future of the fishery.

Peru does have two fishing seasons per year and it remains to be seen what will happen during the second season, which takes place in the December timeframe.

For perspective, despite this current issue, the Peruvian fishery has been stable for decades and the biomass and resulting quotas have remained high over the years, as evidenced from the chart below.

## Additional Commentary on Negative *BMJ* Paper



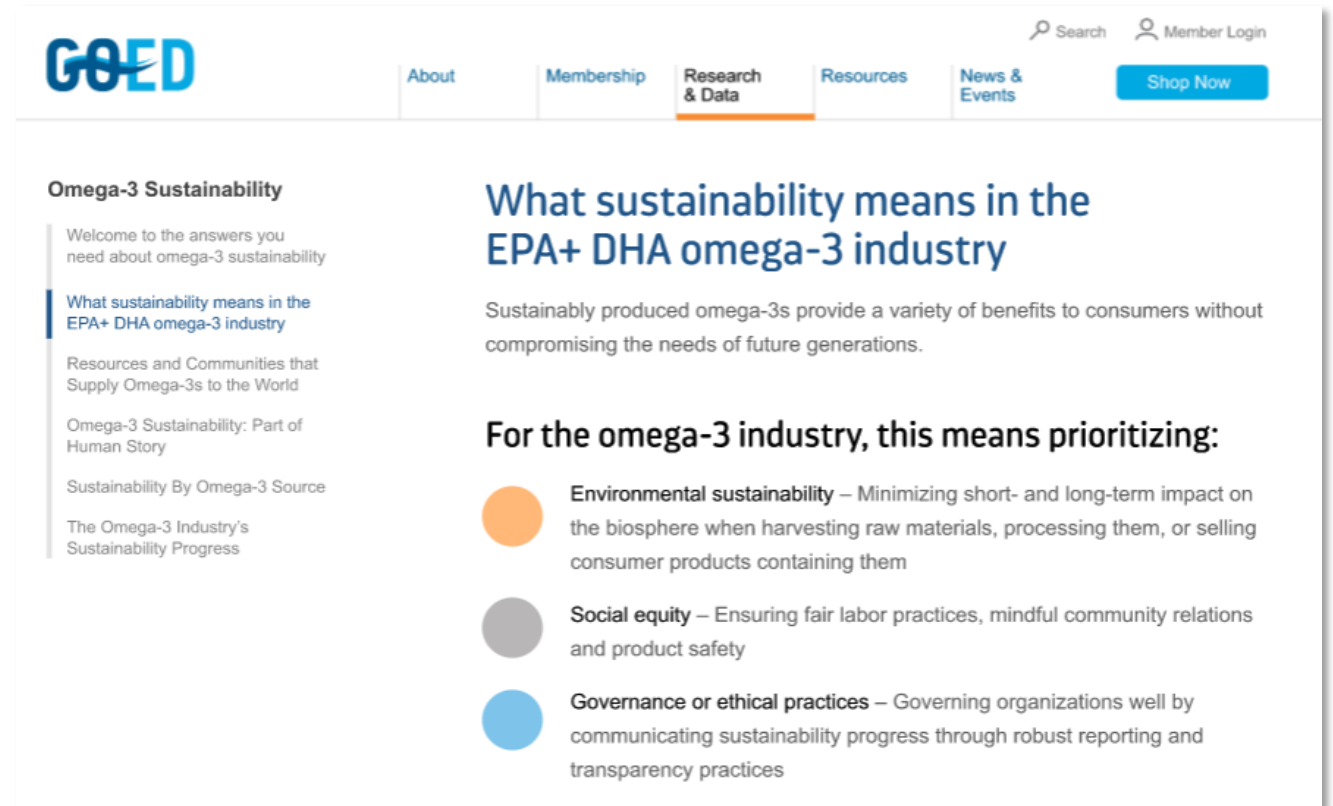
As a follow-up to [last week's coverage](#) on the negative *BMJ* paper by Chen et al, GOED has done further analysis on the research and has some additional points for members.

- The article fails to cite [a paper](#) by Li et al published in 2020 in the same journal. This article uses the same dataset, and uses statistical modeling techniques to control for the same demographic and environmental variables (including diet) to find that fish oil supplement usage is associated with significantly reduced cardiovascular risk.
- Li et al uses survival analysis, a standard statistical analysis tool, while Chen et al uses multi-states regression models, a newer technique with less history of use.
- Chen et al's results are also at odds with the largely positive results reported in [interventional trials](#).
- The recent article failed to provide the necessary explanation of the reasons why its results may be different from the entire body of interventional research and the results of a study on the same data, using more established statistical techniques.

We also wanted to share [a press release](#) issued by GOED partner [FARI](#), which highlights additional challenges with the paper. GOED and FARI are discussing next steps, including submitting a rebuttal to *BMJ* or another peer-reviewed publication.

# Sustainability Portal

A new **detailed educational portal** for all industry stakeholders providing a solid overview of the state of the industry in terms of sustainability. A special section for members explains the basics of starting a corporate sustainability journey and curates some ESG resources members use.



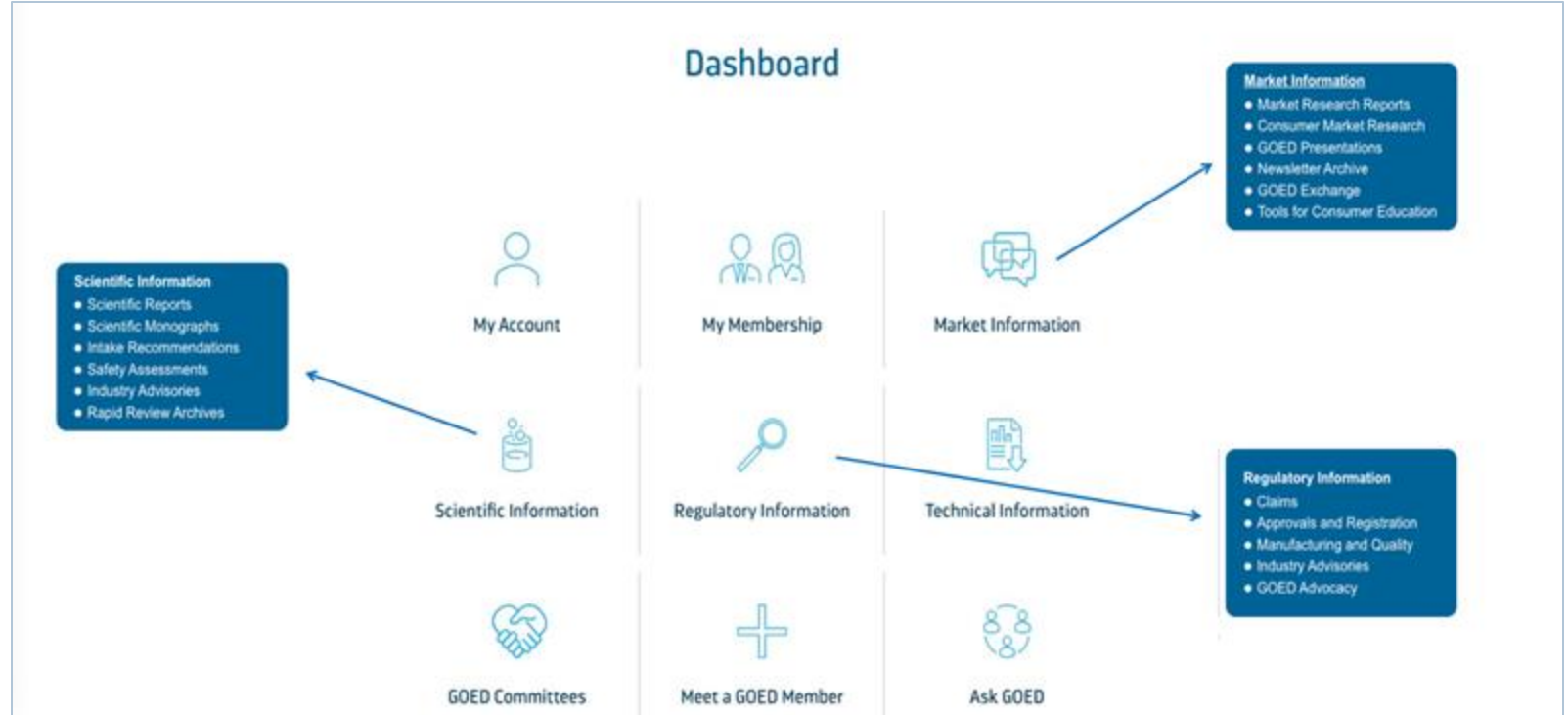
# Member Resources

- [Member Portal](#)
- [Member Directory](#)
- [Member Committees](#)



# Member Portal

- The Member Portal on the GOED website offers a **one-stop shop** for members to find regulatory and technical information, scientific data and market research.
- The Presentation Library is full of presentations and webinars you can **use in your own presentations and meetings.**



# Member Directory

40% of traffic to the GOED website goes to the Member Directory. **The directory gives members an opportunity to promote their services and capabilities**, as well as connect with fellow members.

**GOED also offers Enhanced Member Directory Listings** that put companies at the top of the search results (promoted badge) when users are looking for partners, as well as enhanced features within the listing.

### Find a GOED Member

Search

Membership Level

Company Name

Company Category

Product Source

Ingredient/Product Form

Omega-3 Form

Finished Product

Oil Types

Country

Company Name	Company Category	Country	Membership Level
+ AK BIOPHARM	Refiner Concentrator	Korea	Plus
+ Aker Biomarine	Crude Oil Supplier	Norway	Leadership
+ Algae Capital B.V.	Crude Oil Supplier	Netherlands	Base
+ AlgaeCytes Limited		United Kingdom	Base
+ Alibaba		China	Partner
+ Altra Health Inc.	Distributor/Trader Contract Manufacturer/Encapsulator	Canada	Base
+ Amin Talati Wasserman		United States	Partner
+ Amway		United States	Leadership
+ Andes Connections SpA	Distributor/Trader	Chile	Base
+ AntarcticOmega	Refiner Distributor/Trader	Chile	Associate
+ AquaOmega		Canada	Leadership
+ Arbee Biomarine Extracts Pvt Ltd.	Crude Oil Supplier Refiner	India	Base
+ Arctic Bioscience	Brand	Norway	Plus
+ ArcticSource 1	Crude Oil Supplier Distributor/Trader	United States	Plus
+ Arizona Algae Products, LLC	Crude Oil Supplier Refiner Concentrator 30-60 pct Concentrated Oil 61-80 pct Concentrated Oil 81-90 pct Concentrated Oil 91-100 pct Concentrated Oil Brand	United States	Base



# Member Committees

- **Communications Committee**
  - Serves as a sounding board for GOED's consumer and health professional communications strategies and tactics
  - Shares communications insights among member companies as well as from guest speakers
- **Regulatory Affairs Committee**
  - Monitors and discusses regulations and claims around the world
  - Determines how the industry will communicate with government bodies
- **Science Committee**
  - Monitors new research and provides feedback on scientific developments related to EPA and DHA omega-3s
  - Invites leading researchers to present their research in accordance with topics of interest recommended by the committee
- **Sustainability Committee**
  - Educates GOED members in the core principles and skills of ESG management
  - Includes complimentary education from sustainability organizations/experts
- **Technical Committee**
  - Monitors and advises on technical guidelines from government bodies around the world
  - Discusses technical and quality topics of interest to members



# **Make a World of Difference**

For more details, please contact Ashley Becnel  
at [ashley@goedomega3.com](mailto:ashley@goedomega3.com)