



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

Communications Committee Call Minutes | August 19, 2025

Meeting Goal: To hear from GOED member NOW Foods about its Be You NOW campaign, and to provide feedback on a new heart health infographic.

Attended:

- Sarah Christianslund, Epax (Chair)
- Alana Horinko, NOW Foods (Presenter)
- Amber Cerda, NOW Foods
- Camilo Cuadra, SPES
- Ove Wikstroem, BASF
- Sinan Muderrisoglu, Sifar Ilaclari
- Rosella Del Vecchio, Naturmega
- Majorie van Kuik, Nestle Health Sciences
- Chelsea Broderick, Nature's Way
- Dimitri Sclabos, Tharos
- Katrina Benedicto, Nufarm
- Kirsten Humphreys, Bare Biology
- Lauren Jensen, Eqology
- Sapna Misra, Bizen Chemicals
- Andre Melo, Icelandirect
- Markus Gjendemsjø, Pharma Marine
- Nicolas Cruz, Golden Omega
- GOED: Elana Natker, Ellen Schutt, Vicky Lin, Chris Gearheart, Kaitlin Roke and Alexandra Gautier

Agenda:

- **Welcome New Committee Members**
 - Giovana Silva, Veramaris
 - Aisha Villegas, Corbion
 - Rosella DelVecchio, Naturmega
 - Cheng Shang, Seawit
 - Markus Gjendemsjø, Pharma Marine
 - Andre Melo, Icelandirect
- **Welcome Alexandra, GOED's newest team member**
 - **Alexandra Gautier:** I've been at GOED for almost a month as the Member Services Project Coordinator. I directly support Ashley Becnel with membership. Excited to learn more and be here.
- **Presentation:** Alana Horniko, NOW Foods
 - Be You, NOW campaign summary and results
 - [See the recording and slides here.](#)
- **Heart Health Infographic refresh**
 - **Elana Natker:** We've been updating our infographics this year because an audit last year showed many were outdated, some from a 2015 US-focused campaign. For example, it said there were only 26,000 studies on EPA and DHA; now there are over 45,000. We needed to update our messaging and globalize it. Heart health was our first major focus

for an infographic update. The style is very different from past infographics, but we like it. As part of the Communications Committee, I wanted your feedback before we finalize it. I'd love to hear from all of you, especially those in global markets, to ensure it's usable or adaptable for your needs. I'll open it up to the group.

- **Sarah Christianslund:** I really like the top illustration with the heart. For the "1 out of 10" graphic, the placement of the "one person checked" blends in with the doctor because they're the same colors. Maybe it should be on top.
- **Rosella Del Vecchio:** Is the "1 out of 10 people not getting enough EPA and DHA" US-focused data?
- **Elana Natker:** No, it's global. It's from research by J.P. Schuchart at the University of Hanover in Germany, reference number 2 below. He updated the [global intake map](#) using omega-3 index blood levels from global data.
- **Sarah Christianslund:** It's a nice visual. I recommend having a look. There are some gray areas where omega-3 levels haven't been measured, like some countries in Africa and maybe South America. But overall, it's a great, well-referenced tool and article. Definitely check it out.
- **Chelsea Broderick:** I have two quick pieces of feedback. First, I liked how the exact benefits were separated. This makes it easy for each country to swap things in and out depending on the claim language. I liked that it was global but could be customized for your region. The one thing, and this is something I've been trying to do more of, is to explain "why" or "how" it helps the consumer. Most people know omega-3 is good for heart and brain health, but many don't understand how or why. So, I wonder if providing a little more information, like "it helps with the normal function of the heart because it does this, this, and this," could add more value to the consumer.
- **Sarah Christianslund:** Would you include that in the same infographic, or have an overall one and then three more detailed ones for each benefit?
- **Chelsea Broderick:** You could do that, too. Maybe a blog post accompanies it with more detail, or it depends on how much detail you want. I think if people find this infographic, they know omega-3 and heart health are connected, but a little more detail could help convince them why it's important.
- **Ellen Schutt:** I had a similar comment about the lack of numbers in this infographic. We have other infographics with more details from our dosage paper and the Vital study. Elana, I wonder if, instead of "normal function of the heart," which is general, we could say something like "reduces coronary heart disease by X percent."
- **Sarah Christianslund:** "Normal function of the heart" is an EU health claim, isn't it?
- **Elana Natker:** Yes, I tried to keep it EFSA compliant.
- **Ellen Schutt:** So, maybe Chelsea, what you're suggesting is a middle ground because I was thinking we want numbers, something more detailed about how it impacts normal heart function, but it gets challenging depending on the country.
- **Chelsea Broderick:** Yeah, like, we couldn't say "reduces heart attacks by X." We have to stick to things like the Health Canada monograph. However, we could talk about *why* omega-3 helps with heart health, like its function in the heart. Is it because it's a healthy fat? For brain health, we talk about how DHA makes up elements of the brain, which is why you want more of it. Maybe there's a way—I'd have to ask my scientific team for that info—to add a layer for consumers. From a high-level perspective, though, I think this is great visually, and I like how easily customizable it is.

- **Sarah Christianslund:** Wondering if we can make AlwaysOmega3s.com more interactive. If you click on the hearts to get a flowchart of how it works in the body, or something, so you can choose to get more information.
- **Rosella Del Vecchio:** Or include hyperlinks to the document.
- **Sarah Christianslund:** I agree with you, Chelsea, it's always great to have more facts, numbers, and information, but there's a lot on there already.
- **Sarah Christianslund:** I think it would be good for us to get this information visible in AI searches. Maybe have an article by a specialist about the normal function of the heart, link to this infographic, and improve the possibility of ChatGPT picking up our information when someone asks about it.
- **Eqology HQ:** I was just wondering if there's any planned release for this. Like, for Heart Health Month or something in February? Or when is GOED going to publish this?
- **Elana Natker:** We'll publish it once it's ready. We want to ensure it goes through your review, and we need to pass it through the Regulatory Committee. Then we'll put it on the website, promote it in our newsletter and on social media. We don't do big launches, especially since this is an update, though it's more than that. But we will promote it and use it in our communication, especially during Heart Health Month. World Heart Day is coming up in September, so this will probably play a role then. We also want to pull out the images, like the doctor with 10 people around him, into "snackable posts."
- **Chelsea Broderick:** You almost have it all set up already for a great little carousel of four images for social, which I think would be great to post.
- **Camilo Cuadra:** Will you have that in Spanish, too? I can translate.
Elana Natker: That would be fantastic, yeah. Anytime somebody needs an infographic translated, please just let us know, and we can send you the native file. We have a section for infographics in other languages, and we'll post that for other members to use, too.
- **GOED Consensus Panel project update (Elana)**
 - **Elana Natker:** One of our big undertakings this year in the communications realm is to pull together scientists and practitioners in the omega-3 space, because a question we get all the time is, "We know you need omega-3s, how much do I need?" And there is no single recommended intake around the globe for EPA and DHA. So, we have this panel of seven individuals, mostly scientists, but also one cardiologist in Italy and a dietitian in America, and as a group, we've decided upon a scope of the types of studies that we would be looking at in order to get to this consensus. Kaitlin, Aldo, and research assistants with the clinical study database have been pulling research studies that would fit within these criteria. We have an in-person meeting set up for September, where we'll be able to have a robust discussion as a group. Hopefully, by the end of the year, we will be able to form a consensus, then put together a manuscript and submit it for publication so we have something in the research library for people to be able to cite and use.
 - **Ellen Schutt:** We are having some discussions in the United States with people who might be talking to RFK Jr, who's the head of Health and Human Services. I was at the NBJ Summit, a few weeks ago, and someone named Calley Means, who's connected to RFK Jr, was at the event and talked about the fact that there's a major appetite in Washington for supplement-focused, quick wins. For the whole "Make America Healthy Again" campaign, the administration is very pro-supplement, so they're looking at what

the supplement industry can do that makes them look good. He mentioned omega-3s several times during his presentation, and since then, we've had conversations with a few of our brands to talk about what to do. We are now working on the storyboard. The focus of the campaign is very focused on moms and babies and children. So, we want to say omega-3s prevent preterm birth, they're good for visual and brain development, there's also some cardiovascular outcomes for adults, so it's good for everybody. The goal is to either push forward the DRI process, which we've been talking about for years, or consider adding something specific in the Dietary Guidelines for Americans, which are supposed to come out in the next couple of months. We don't know if this is going to happen or what the possibilities are, but there's some momentum behind this. It's exciting because it is something that could make a big difference in Washington, but there's a risk since RFK Jr. has some controversial opinions, and we don't want to be lumped into some of the things that we don't necessarily think are accurate. So it's a little bit of a balancing act, but we feel like it's worth it for the industry or for our membership to pursue this and see what could happen. And this whole consensus panel conversation could end up feeding into that.

- **Sarah Christianslund:** Finalizing the DRI discussion would make the administration look good.
- **Ellen Schutt:** We have data points showing the US has higher infant mortality than other countries, including China, which has a DRI, while we don't. This highlights why taking action on omega-3s would "make America better."

- **Housekeeping**

- Vitafoods Asia: Join us at GOED's cocktail reception on Thursday, September 18, from 4:30 pm to 6:00 pm at GOED's booth G23. Or email Vicky to schedule a meeting with GOED at the show.
- GOED Exchange Registration will open next month.
- Next call: **Tuesday, September 16, 2025, 11:00am EDT** [[Click here for your time zone](#)]
 - Another guest speaker slated for this call – please save the date!
- Open call for member presentations, also member features in Omega-3 Insider

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