



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

Communications Committee Call Minutes | February 18, 2025

Meeting Goal: GOED updates, Global Omega-3 Day final planning!

Agenda:

Welcome new members

- Alana Horinko, NOW Foods
- Naomi Hellier, Olvea
- Beate Neerland, Orivo

Alibaba webinar - Spotlight on China

- [Recording now available here.](#)
- Sarah - If you missed it, I highly recommend watching it. Great information.

Social media year-end report

- Sarah - Elana shared the report and it showed some great improvements.
- Elana - We had another good year with our social media. Instagram is doing well, especially the reels.
- Elana - Facebook is doing just fine. The nice thing is our ad campaigns on Facebook are getting more sign ups for our consumer e-newsletter, we're getting new sign ups every month. In terms of performance, it's good - not as good as Instagram. But we get to reach people directly in their inboxes.
- Elana - X/Twitter performance is declining, but people are leaving it anyway. We have a handle so we keep it up.
- Elana - We will stay the course, we switched to a new social media, hoping to give a new fresh feel and see some difference.
- Vicky - Engagement and impressions grew a lot, which is what we're hoping for as opposed to gaining more followers. Our goal is to have our content reach more people.

FoodFluence 2025 recap ([see newsletter recap here](#))

- Elana - We attended the 2025 FoodFluence conference, which brings together 33 leading North American media dietitians. It's a way for them to learn about the science that they themselves have expressed interest in learning about. There were 9+ subcategories. For us, we delivered topics on supplements and misinformation in the media. Our presentation was called "Words Matter: Could Communications Be Driving the EPA+DHA Omega-3 Intake Gap?"
- Elana - JP Schuchardt, PhD, from GOED partner Fatty Acid Research Institute (FARI) and a former GOED Exchange speaker, presented his recent work mapping [global](#) and [US](#) omega-3 intake status. He also presented pre-published work on global omega-3 intake status for pregnant women. We talked about global intake, and how only a certain area is at an ideal level and then

seeing how the US is doing in comparison. Coastal and Washington and Alaska were doing ok but inland was not.

- Elana - What I was hearing a lot afterward - even though you might be eating fish (two servings per week), you're not going to get to that ideal omega-3 intake level. Because maybe it's not fatty fish or you're just not eating enough fish, so you probably need some sort of supplementation. This was an "Aha moment" for the audience.
- Elana - We talked about testing as well, why it's good to test your omega-3 levels and have a supplement program based on your results.
- Elana - I talked about how omega-3 messaging gets muddled and if there is something media dietitians can do better to communicate this. I showed an article where it recommended nuts and seeds, but we know that people are getting plenty of ALA and people are not getting enough EPA and DHA, hence why we should put emphasis on EPA and DHA omega-3s.
- Elana - We did a survey prior to our presentation. We learned that the barrier to omega-3 supplement consumption is size, fishy burps and price. Also, 45% believe seaweed is a good source and only 33% thought that algal oil is just as strong as fish oil.
- Elana - We also did an omega-3 supplement tasting party. Where we gave them 7-9 supplements including regular fish oil capsules, smaller pills, krill oil, algae oil, chews and gummies. So they can look at them, compare the smaller pills with the regular ones, see the red of the krill and taste them. We did a quick polling on their phones, and asked which of these are you most interested in, or you would use yourself, and it was chews - the Concordix formula.
- Elana - We received lots of follow up questions and collaboration requests. I've also been seeing a lot of social media posts with solid messaging. Some were on US dietitian and WebMD.
- Elana - Overall, it's good for them to know that they should come to us for the latest omega-3 messaging.
- Elana - We are doing a mailer to these media RDs with test kits and GOED member supplement products so they can feature them in their social media. If you missed out on this mailer, we can coordinate to do another one in the future.
- Sarah - The last omega-3 intake map was done I think 10 years ago. It's nice to have an update.
- Ellen - Blood levels didn't improve a lot around the world, but they were able to get more data in more countries.
- Sarah - About the dietitians - all US-based?
- Elana - US and Canada, one is based in Prague.
- Sarah - are they selling their own products?
- Elana - they're out there as social media personalities talking about health and whatever brand they're working with. They do a lot of recipes as well. I don't think any of them are selling products themselves. They may be Amazon affiliates.
- Sarah - A lot of lifestyle influencers have their own products but nutritionists don't, which is interesting.
- Elana - They're featured in articles, so they shouldn't be biased.
- Laurel - Was the tasting done with food?
- Elana - No, just with the supplements. We featured your fish oil product.
- Laurel - And chews were the most popular?
- Elana - Chews were the one they are most interested in. Liquids had high votes too, which surprised me.
- Laurel - Good to hear. I know when I was consulting, younger and older demographics don't like the big pills.
- Ellen - We are also doing a post-event survey with the dietitians.
- Sarah - In case those of you who don't know Concordix, a single chew offers a pretty high dose.

- Ellen - It depends on the brand. Nordic and Life Extension have higher potency products.
- Amber - Our new product offers 300 mg of EPA and 250 mg of DHA in one chew.
- Geode - Ours is 500 mg per chew.
- Elana - When doing the tasting, I showed the supplement label for each product so they can see how much EPA and DHA there are per serving. I made sure the gummy product I chose was not a GOED member product, because the EPA and DHA omega-3 content was low. However, no matter what you should check the supplement label. Gummies can just be a fortified multivitamin. I did mention that if a gummy is all your child can take, all the power to them. Just know what you're getting.

Nutrition Business Journal survey highlights

([Click here](#) to learn more about the report. Leadership and Plus level members can download it [here](#))

- Sarah - It was a very interesting report. Who'd thought US consumers are taking omega-3s for skin health?
- Ellen - We published this last month and I just pulled out a few slides and things that I thought were surprising. This survey is done with US supplement consumers, people who identified as supplement consumers (1100 people approx).
 - 46% take omega-3 supplements. But keep in mind that consumer research is usually aspirational.
 - Millennials (63%) report the highest rate of EPA and DHA omega-3 supplement use and only 18% of Baby Boomers report taking omega-3 supplements.
 - Consumer knowledge gap - at least 30% of people didn't know what's in fish oil. And those that answered incorrectly didn't even know what EPA and DHA is. As an omega-3 association, it's an ongoing challenge to figure out what language we should use with consumers. We don't want to just say fish oil, we want to talk about krill and algae too.
 - Sarah - When I tell people I work with omega-3s. They are confused. I say fish oil, and they understand.
 - Ellen - Asian consumers understand though.
 - Supplement users ranked omega-3s as the second most important supplement.
 - Geoff - It's compelling for our category especially with magnesium, collagen being a hot topic and seeing insane growth. So seeing this is a good sign.
 - Ellen - I think omega-3 is trusted, or has a heritage of being a safe product. Even if you don't know omega-3s, you know there's a lot of science behind it. We are competing with mindsets like "what's a new ingredient I should be trying?"
 - Skin and immune health are top reasons people are taking omega-3s. This is driven by women and the younger generation
 - Elana - dietitians also mentioned skin health a lot.
 - Ellen - We are doing an analysis around skin health from our Clinical Study Database and there's not a lot of science. In China for sure, there are more consumer beliefs about skin health. So perhaps it's just the influence of social media.
 - Sarah - I wonder if there's something we're missing. On another webinar, they also talked about omega-3 and acne.
 - Ellen - we published a report on psoriasis and dermatitis. Not a ton of science on glowing skin though.
 - Marjorie - maybe omega-3s help with dryness.
 - Elana - I wonder if it's connected with veterinary medicine. My dog was

prescribed fish oil for its fur.

- Sarah - Interesting point. For 20 years people have been saying omega-3s are good for the coats and skin of horses and dogs.
- 47% pay attention and 43% pay some attention to labels. More than 50% of supplement users often or always read the labels.
- The younger generation are interested in quality certifications.
 - Ellen -I'd like to know what kind of certification they're talking about. NSF? MSC?
- There are 3 reasons more important than price to switch to another brand. Better taste, perceived quality and higher potency are more important.
- Ellen - We're *trying* to do something similar in China. The challenge right now is that this platform (Suzy) doesn't exist in China. We do market research that is not this detailed every year with 4-5 countries. I know members are interested in China.

Global Omega-3 Day prep/activities planned

- Elana - GOED is getting ready for Global Omega-3 Day. If you haven't already done any planning, please check out [GOED's resources](#).
- Vicky - This year we're doing a "What does Global Omega-3 Day mean to you?" video. Lots of members have submitted their videos and I'll turn them into a montage and share it on our social media platforms. We are also doing six daily giveaways leading up to March 3, each day featuring a different brand. We hope these cross collaborations will bring more engagement on Global Omega-3 Day. Thank you to all of you who collaborated with us and donated products for this giveaway. Even if you didn't get to collaborate with us, please remember to use the hashtags [#GlobalOmega3Day](#) and [#AlwaysOmega3s](#) so we can further amplify and reshare your posts.
- Elana - Besides further amplifying your efforts, we'd like to capture how much attention Global Omega-3 is getting. Our hope is that we will raise the bar on people searching and engaging with posts. We want to make it bigger and better every year.
- Elana - We're also working with our member Natural Pharmaceutical on an interview and I'm doing a podcast with our member Supplement Certified. If you need an outside expert, all of us can help out. You can reach out to Kaitlin for any science expertise, or Ellen, our resident omega-3 expert. It's not too late to participate.
- Elana - Our toolkit is created to be a plug and play tool. If you don't have time to create your own graphics, you are welcome to use ours. They're adaptable and you can add your own branding. We want to make this as easy for everybody else.

Expo West

- GOED's next member meeting will take place in Anaheim, California in conjunction with the Natural Products Expo West show. The meeting will be held from 8:00-9:30 am on March 6 at the Hyatt Place at Anaheim Resort, which is a short walk from the convention center. The agenda includes an update of the latest GOED activities as well as a presentation from GOED partner Pattern on recent changes at Amazon in terms of fulfillment and resulting challenges the industry should watch out for. There will also be time for member networking. Breakfast will be served and RSVPs are not necessary.
- Ellen - Vicky and I will be there, so please reach out if you'd like to meet.
- Sarah - I'll be there as well. I hope to see people from this committee at the member meeting, it's more fun to meet in person.

Housekeeping

- Next call: **Tuesday, March 18, 2025, 11:00am EDT** [[Click here for your time zone](#)]
- **Important note:** the U.S. will be on daylight-saving time starting on March 9, but Europe will still be on standard time. Please use the time zone link for the correct time in your country.
- The guest speaker for our next call is from the Center for Food Integrity. They will share their research on how to reach consumers in different ways.
- Open call for member presentations, also member features in Omega-3 Insider

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