



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

Communications Committee Call Minutes | November 18, 2025

Start time: 11 a.m. US ET | [Click here for your time zone](#)

Meeting Goal: To learn about entering the Chinese market

Attendee:

- Sarah Christianslund, Epax (Chair)
- Chloe Martin, WPIC Marketing + Technologies International (Guest speaker)
- Dimitri Sclabos, Tharos
- Hannah Ward, Nutrasource
- Jonas Tornquist, Natural Pharmaceuticals
- Kirsten Humphreys, Bare Biology
- Laurel Sterling, Carlson Laboratories
- Marlanne Maehlum, Zooca
- Sapna Misra, Bizen Chemicals
- GOED: Elana Natker, Vicky Lin, Chris Gearheart and Kaitlin Roke

Special Guest: Chloe Martin from WPIC Marketing + Technologies International to discuss what companies need to be doing now if they want to enter the Chinese market in the future.
[Watch the presentation and download slides here >>](#)

Updates/Discussion:

- **Supply Side Global recap (Sarah, all)**
 - SupplySide is expanding next year from two days to 2.5–3 days, and will run Wednesday–Friday.
 - The GOED pavilion was active, with good conversations, despite lower-than-usual international attendance. We saw growing consumer interest in product transparency, including capsule formats that display microencapsulated beads. Las Vegas and the show overall felt quieter than in past years, though engagement with members remained positive. The second floor drew traffic with a “puppy lounge” and free snacks.
- **Nutra Health Span Summit in London**
 - About 150 attendees joined this mostly scientific event. A live poll showed omega-3s ranked as a top supplement associated with healthy aging. This surprised some retailers, reinforcing the importance of omega-3s within the longevity conversation.
- **Housekeeping**
 - **GOED Exchange registration is open!** <https://www.goed-exchange.com/register>
 - **Consider registering for the Pattern pre-conference workshop**—designed to help brands and suppliers excel in today's fast-moving digital marketplace. Each participant will also receive a customized data analysis for their brand or product. A great opportunity to elevate your ecommerce strategy with expert guidance and actionable tools. Register for the workshop today (separate fee required).
 - Early registrants through November are entered into a hotel-stay prize draw.

- So far we have around 50 registrants
- Next call: **Tuesday, December 16, 2025, 11:00am EST** [[Click here for your time zone](#)]
- 2026 Call Cadence
 - Beginning next year, meetings will shift to every six weeks to keep topics fresh and allow more lead time for guest speakers.

GOED Newsletters: If you do not receive newsletters from GOED, such as the weekly *GOED Current*, please sign up here: <https://goedomega3.com/members/subscribing-goed-current> If you don't have access to GOED's Dashboard for members, please register here:

<https://www.goedomega3.com/account>.