



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

Communications Committee Call Minutes | October 21, 2025

Meeting Goal: To recap recent meetings and preview Supply Side Global

Attendee:

- Sarah Christianslund, Epax (Chair)
- Dimitri Sclabos, Tharos
- Laurel Sterling, Carlson Laboratories
- Jolie Root, Carlson Laboratories
- Majorie van Kuik, Nestle Health Science
- Katrina Benedicto, Nufarm
- Chelsea Broderick, Nature's Way Canada
- Kirsten Humphreys, Bare Biology
- Hannah Ward, Nutrasource
- GOED: Elana Natker, Vicky Lin, Ashley Becnel, Chris Gearheart and Alexandra Gautier

Agenda

Welcome new committee members

- Shawn Ward, Holland & Barrett
- Rachel Prentice, Holland & Barrett

Updates/Discussion:

- Vitafoods Asia recap
 - GOED participated in Vitafoods Asia last month in Bangkok, Thailand. The event provided valuable engagement with Asian members, though overall traffic was slower. Informa reported attendance up by 30%, though the ingredient hall was quieter. Starting 2027, the show will alternate between Bangkok and Singapore and expand to two floors. GOED will continue the GOED Pavilion and explore other regional opportunities as well.
 - **Sarah:** Is it more worthwhile for finished products or is it more an ingredient show?
 - **Ashley:** FI Asia was co-located with it this year. FI Asia flips between Bangkok and Jakarta. That floor was really busy, so that side of the show was very successful and there was no problem with traffic over there. The ingredient side was much slower.
- Food & Nutrition Conference & Expo (FNCE) update
 - Elana moderated a session on 'Nutrition's Role in Preventing Preterm Birth,' featuring Dr. Susan Carlson and Valerie Agyeman. Attendance was strong despite a late time slot. Valerie highlighted a lot of research showing that preterm birth tends to hit certain populations in the US, harder than others, including black women, Hispanic women and Native Americans.
 - The annual FNCE event brings together approximately 10,000 registered dietitian and

nutrition professionals from North America and beyond, sharing the latest science, trends and professional growth tips. The event also includes a large exhibition hall and GOED member companies Aker BioMarine, Carlson Laboratories, Mara Renewables and NOW Foods as well as several other supplement companies had booths. The expo included roughly 300 booths with more supplement brands than previous years.

- GLP-1 medications dominated discussions alongside high-protein and fiber-focused products. Protein messaging currently resonates more with consumers than omega-3s when it comes to pouched or canned seafood.
 - **Laurel:** We've been going for years but I've noticed more supplement companies on the floor this year. Years ago, the focus was food, so it's nice to see the supplement space growing. We want to continue going to this show and educate the dietitians because more consumers are turning to them for advice.
 - **Sarah:** I heard from a webinar that GLP-1 use now reaches around 18% of Americans. Definitely a market to keep an eye on. Weight loss leads to the concern of muscle waste. We are working with a Canadian researcher that is looking at omega-3 and muscle waste. It looks at if omega-3s can help with that. Spoiler alert - it can.
- Supply Side Global prep – don't forget:
 - Member meeting: Tuesday, October 28 from 4:00-6:00 pm at Tradewinds A&B
 - Cocktail reception (sponsored by Nufarm): Wednesday, October 29 from 4:00- 5:30 pm at GOED booth 4155
 - Pattern's Ask the Experts workshop: Thursday, October 30 from 11am to 1pm at GOED booth 4155

Housekeeping

- **GOED Exchange registration is open!** <https://www.goed-exchange.com/register>
 - Consider registering for the **Pattern pre-conference workshop**, too: <https://www.goed-exchange.com/agenda>
 - **Ashley:** Pattern has put together a 2 hours workshop, where you can learn the valuable insights into global marketplace trends, AI, the growth of social commerce, strategies for increasing organic traffic and creating content, along with specific omega-3 category insights. Attendees who register will also receive customized packets tailored to their individual companies. Connect with me if you have any questions about this workshop.
- Next call: **Tuesday, November 18, 2025, 11:00am EDT** [[Click here for your time zone](#)]
- Open call for member presentations

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