



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

GOED Communications Committee Call Summary

Date: September 16, 2025

Time: 11:00 a.m. ET

Format: Zoom

Meeting Goal: To hear from NSF International about its consumer research on food/supplement labeling.

Attendees:

- Sarah Christiansen, Epax (Chair)
- Nicolas Cruz, Golden Omega
- Katrina Benedicto, Nufarm
- Laurel Sterling, Carlson
- Nicole Kunin, MSC
- Jenna Burke, Holland & Barrett
- Marcus Gjendesmsjø, Pharmamarine
- Jonas Törnquist, Natural Pharmaceuticals
- Hannah Ward, Nutrasource
- Majorie van Kuik, Nestlé Health Sciences
- Aisha Villegas, Corbion
- Rosella Del Vecchio, Naturmega
- Beate Neerland, Orivo
- Amber Cerda, NOW Foods
- Ozan Oğul, EasyVit
- Jean Louis Caradec, Pharmamarine
- NSF: David Trosin, Kalli DeWeese, Alyse Wagner
- GOED: Elana Natker, Ellen Schutt, Chris Gearheart, Gaby Cortez, Alexandra Gautier, Kaitlin Roke

Agenda:

Welcome new committee members:

- Anna Sanchez, Corbion
- Ozan Oğul, EasyVit
- Jean Louis Caradec, Pharmamarine
- Jenna Burke, Holland & Barrett

Presentation – NSF Consumer Research on Supplement Quality & Labeling

- Presenter: David Trosin, NSF International
- Recording at [https://us02web.zoom.us/rec/share/zHXVmk2IsnUoRu - CO9HL07qBVQH0TizoVBKJWYIB0yK7A2ixG54_VDbx52hqeyl.me7JgQaRozzMzDU6?startTime=1758035114000](https://us02web.zoom.us/rec/share/zHXVmk2IsnUoRu-CO9HL07qBVQH0TizoVBKJWYIB0yK7A2ixG54_VDbx52hqeyl.me7JgQaRozzMzDU6?startTime=1758035114000)
Passcode: H1TUw6+\$
- Main points:

- About NSF:
 - NSF is a not-for-profit founded out of the University of Michigan, with 80+ years of experience in public health, food safety, and supplement standards.
 - Operates globally with audits, standards, and certifications across food, water, supplements, cosmetics, and OTC drugs.
- Consumer Trends & Trust
 - Consumers have more access to product information than ever before, raising expectations for transparency and safety.
 - 95% trust supplement claims more when independently certified.
 - 89% are more likely to purchase certified supplements; 71% avoid uncertified ones.
 - Willingness to pay ~11% more for certified products.
 - Deal breakers: failed audits, undisclosed ingredients, contamination, misleading claims.
- Buying Behaviors
 - Consumers prioritize products from national chains, pharmacies, and trusted practitioners.
 - Health professionals remain a key source of trust, though online/social media platforms are viewed with skepticism (only ~19% trust social media claims).
 - Certifications (NSF, GMP, Certified for Sport) strongly influence purchasing and loyalty.
- Product Categories
 - Most trusted: vitamins, probiotics, omega-3/fish oils.
 - Least trusted: pre-workouts, protein powders, sexual wellness, and weight-loss supplements (due to history of contamination and unrealistic claims).
- Retailers as Regulators
 - Platforms like Amazon are increasingly requiring certifications in high-risk categories (e.g., sexual wellness, bodybuilding, joint health).
 - Tension exists between merchants (focused on sales volume) and quality teams (focused on compliance).
 - Overall trend: retailers stepping in where regulatory enforcement is limited.
- NSF Certification Framework
 - Tier 1: GMP audits (annual facility inspections).
 - Tier 2: Product testing for identity, contaminants, and safety.
 - Tier 3 (Elite): Certified for Sport program (screening for 292 banned substances for athletes).
 - Additional claims available: non-GMO, organic, gluten-free, cruelty-free, plant-based, etc.
- Takeaway: Quality and transparency are no longer differentiators—they are baseline expectations. Certifications drive consumer trust, brand reputation, and retail acceptance.

Group Discussion – Social Listening (Elana)

- Context: GOED currently uses social media monitoring for its own platforms, but is exploring broader “social listening” to capture consumer conversations on external platforms (e.g., Reddit, TikTok).
- Feedback:
 - Some participants acknowledged limited experience with tools but recognized the growing importance.
 - Meltwater cited as one provider, though not widely adopted among members.
 - Ozan (EasyVit) shared that his brand uses social listening extensively to protect brand reputation and offered to connect GOED with his creative/brand team.
- Consensus: Valuable for identifying emerging narratives (e.g., perceptions around omega-3 and cardiovascular health) and informing industry messaging.

Housekeeping & Upcoming Events

- Vitafoods Asia (Bangkok)
 - Cocktail Reception: Thursday, Sept 18, 4:30–6:00 p.m. at GOED Booth G23.
 - Contact Vicky for meeting scheduling.
- Supply Side Global (Las Vegas)
 - Member Meeting: Tuesday, Oct 28, 4:00–6:00 p.m., Tradewinds A&B.
 - Cocktail Reception (sponsored by Nufarm): Wednesday, Oct 29 at GOED Booth 4155.
 - Contact Elana to book meetings.
- Next Comms Committee Call: Tuesday, Oct 21, 2025, at 11:00 a.m. ET.
- Registration open for GOED Exchange 2026. Includes a pre-conference workshop with Pattern focused on e-commerce, AI, and consumer engagement strategies.
- Open call for future member presentations.