

GOED Q4 Quarterly Recap

Here's a look at all the work GOED has done on your behalf during the fourth quarter of 2024:

Member Services

- GOED members [KD Pharma](#) and [Pharma Marine](#) have upgraded to the Leadership level.
- Four companies, [Geonbae](#), [Pacific Control](#), [Spacegarden](#) and [Supplement Certified](#), joined GOED as Affiliate and Base level members.
- New Board of Directors representatives for the Base and Plus level members for the 2025-2026 period were [elected](#).
- GOED hosted the Omega-3 Resource Center at the SupplySide West trade show in Las Vegas, Nevada, US, and exhibited alongside 13 of our members and GOED partner [Pattern](#). We also held a [member meeting](#) during the show.
- GOED held a year-end virtual member meeting for members who cannot typically attend in-person member meetings at industry events (recording and slides to be shared in January).
- GOED also attended and met with members at the IFFO annual meeting and CRN's annual conference.
- We also created an [infographic](#) to showcase how our activities support multiple departments within member organizations.
- We featured GOED members [Pacific Control](#) and [Xiamen Huison Biotech](#) in our *Meet a GOED Member* video series.
- The GOED Board of Directors held its annual strategic planning meeting to discuss 2024 goals and activities, and to review the 2025 plan and budget, which was officially approved. The board also approved updated Bylaws, which will be sent to members for a vote in January. See the meeting recap [here](#).

Communications

- GOED released our [2025 Communications Toolkit](#).
- GOED introduced a new quarterly newsletter – *GOED In The Know*, to provide a quick snapshot of key GOED resources for brands and marketing professionals within our membership. Subscribe [here](#).
- GOED published [a report](#) analyzing global omega-3 product trends since 1996, highlighting health claims, demographics, packaging trends and growth in algal supplements. Note: this report is only available for download through the end of December.

- GOED partnered with Pattern to host webinars on the [Middle East and North Africa \(MENA\) market](#) and [strategies for growing brands on TikTok Shop](#).
- GOED registered dietitian Elana Natker participated in GIANT/Martin's *Table Talk* webinar, reaching nearly 400 live attendees to discuss seafood and non-seafood sources of EPA and DHA omega-3s.
- GOED shared the [results](#) from our [consumer influencer event](#) held in September in Seoul, South Korea.
- GOED invited industry experts to present on our committee calls. Here are the presentations from this quarter (access all the presentations [here](#)):
 - Communications Committee
 - Market Research Analyst Erika Craft from *Nutrition Business Journal* (NBJ) shared key findings from the 2024 NBJ Supplement Business Report.
 - Science Committee
 - Nofima researchers shared their work on very long chain fatty acids.
 - Sustainability Committee
 - GOED member Nestle Health Science's Majorie van Kuik shared different sustainability-motivated challenges and choices her team has faced.
 - Mark Driscoll from Tasting the Future presented the results from GOED's Materiality Assessment.
 - Technical Committee
 - Harm Moes from DaVinci Laboratory Solutions in Rotterdam, Netherlands, presented "HPLC-based Peroxide Value Determination in Omega-3 Oils."
 - Jorge Rodríguez González from the Research Center for Technological Assistance and Design (CIATEJ) shared a presentation on "Measuring the hydrolysis of omega-3 fatty acid esters; Selecting biocatalysts for improved EPA and DHA purification."

Science, Sustainability, Regulatory and Technical Affairs

- GOED's proposal for the development of a microbial omega-3 oil standard was [approved](#) by Codex.
- At the IFFO Annual Conference in Lisbon, Portugal, GOED hosted [a session](#) on the topic of Mineral Oil Aromatic Hydrocarbons and the latest developments in the industry.

- GOED's Technical Committee coordinated [a compilation of information](#) about lubricants used by GOED members in their EPA/DHA omega-3 oil manufacturing processes.
- GOED submitted three different responses to the US Agency for Healthcare Research and Quality's (AHRQ) call for scientific information on omega-3 benefits in preparation for the omega-3 DRI review (see additional details in this issue of the GOED Current).
- We hosted our sixth ["Illuminate the Science" webinar](#), focusing on EPA/DHA omega-3s and eye health. Topics included brain and eye development, as well as adult conditions like dry eye and macular degeneration, supported by insights from our Clinical Study Database.
- GOED published a [materiality assessment](#) for the EPA+DHA omega-3 category, highlighting key ESG issues for the omega-3 value chain and guiding industry focus on sustainability priorities.
- GOED [shared](#) the findings of per- and polyfluoroalkyl substances (PFAS) occurrence data that we've collected from members.
- GOED created a [summary table](#) providing information on laboratories that test one or more parameters covered by the GOED Monograph.
- The US National Organic Standards Board (NOSB) voted to retain fish oil on the list of approved nonorganic ingredients for organic products. GOED supported this decision through [written](#) and oral comments during the public review process.
- GOED sent a [letter](#) to the Food Safety and Standards Authority of India (FSSAI) requesting that the requirement for krill oil to meet an Anisidine Value and Totox number be removed to align with the Codex Standard for Fish Oils (CXS 329-2017).
- GOED provided [updates](#) on the 2025 Dietary Guidelines Advisory Committee's (DGAC) Scientific Report.
- GOED [informed](#) members of the European Member States Expert Group's discussion of upcoming mineral oil hydrocarbon (MOH) regulations, pending confirmation.