

Attended:

- Majorie van Kuik, Minami
- Kirsten Humphreys, Bare Biology
- Michael Morgan Rokyo, BASF
- Johanna Boese, Imperial Oel
- Ben Arcenaux, SGS Nutrasource
- Apolline Boulaire, Olvea
- Jolie Root, Carlson Laboratories
- Todd Slater, Amway
- Jenna Ritter, Nature's Way
- Baldur Hjaltason, Pharma Marine
- GOED: Chris Gearheart, Ellen Schutt, Gabriela Cortez

Meeting Minutes:

- **Meeting Recording**

- [Click here to watch now](#) 
- Passcode: b#5rhq%4

- **Committee housekeeping**

- Welcoming new members
 - Kirsten Humphreys, Business Development Manager, Bare Biology
 - Gabriela Cortez, Regulatory and Technical Support Manager, GOED
 - Erwan Chapuis, Director of Development, Olvea
 - Todd Slater, Enterprise Technology Solution Leader, Amway
 - Michael Morgan Royko, Global Sustainability Marketing Manager, BASF
- [\[See slides below\]](#)
 - Member sustainability kudos
 - NBJ Consumer Data finding re: sustainability
 - A new US consumer survey found that **relatively few consumers would switch omega-3 brands for sustainability reasons**. Those who would care **more about the products' impact on human communities than on wild ecosystems**.

- [Click here to download an infographic](#) with key findings from that report.
- [Click here to buy report at a discounted \\$375](#) or [here to read a sample](#) to review the report's content.

- **Presentation**

- Topic: The Sustainability Philosophy and Policies of the Minami Prenatal Supplement Brand
- Speaker: Majorie van Kuik, Global Brand Manager, Minami / Nestle Health Sciences
- See Majorie's slides below 
- Summary
 - **Minami Brand's Sustainability Initiatives**
 - Majorie presented the Minami brand, a Belgian company acquired by Atem Innovations and later Nestle. Minami is globally available and founded on the belief that omega-3 is vital for personal health. The brand operates in a hybrid manner, producing and packaging its products in the Netherlands while working with global teams for sustainability and scientific aspects. Minami is committed to sustainability, with initiatives like sourcing certified omega-3, using a sustainable production process, and eco-friendly packaging. Majorie emphasized that sustainability is an ongoing journey and shared practical steps for brands to improve their sustainability. She also introduced the team's "sustainability wheel," which outlines the company's focus on sourcing, production, packaging, waste management, and consumer engagement.

- **Sustainable Packaging Materials and Personalization Efforts**

Are you subscribed to *The GOED Current*? Subscribe [here](#) for the most comprehensive weekly newsletter available on the global EPA+DHA omega-3 industry.

- Majorie discussed the company's efforts to improve its environmental impact using sustainable packaging materials. They favor the use of recycled plastic over glass or carton due to its widespread recyclability and lighter weight, which allows for easier transport. However, they encountered some challenges with the freshness of the omega-3 gels when using carton packaging, leading to a decision to seek alternative methods. Additionally, Majorie highlighted the company's personalization and waste reduction efforts, such as developing an algorithm that helps consumers understand how much omega-3 they need (or don't) throughout the entire journey based on their specific biology. This approach not only reduces waste but also ensures that only necessary resources are used.

- **Sustainability and Self-Testing for Informed Choices**

- Majorie emphasized the need for sustainability and the effectiveness of self-testing for consumers to make informed choices. She discussed the importance of engaging with communities and the potential for collaboration with Nestle's Purina brand to address ocean pollution. She also highlighted Minami's focus on maternity care and its involvement in clinical trials and partnerships with major hospitals, such as Amsterdam Hospital, to investigate the prevention of preterm birth using omega 3.

- **Discussion / Q&A**

- Chris: You mentioned being able to consult with the Nestle global team on sustainability issues. What kinds of resources are available to Minami as a Nestle subsidiary?

- Majorie: We have specialists for everything. Sometimes it's difficult to find the right resources because we're so big. Everything is researched. If you want to make a change, you have to go to a commission for information. It's slower, but if we make a good case for making a change using Nestle data, it's relatively efficient to make a change. Being a small brand is a double-edged sword. You have this deep, global expertise, but you have to go a little slower at a larger brand's pace. We have a lot of freedom, but there are a lot of specs and rules as well.
- Chris: What was it like to go through Friend of the Sea certification from your spot in the value chain? Did they make it easy? Was there any consulting or was it just checklists?
 - Majorie: We have marine and milk ingredient products. We source from KD Pharma, who's FOTS certified. Accordingly, we can use that on our omega-3-only products.
- Chris: The recycling or packaging change that you made — did you hear any feedback from customers or other stakeholders about it after the change? Did you get any feedback, or did you just know that it was a better choice on paper?
 - Majorie: We did it for ourselves. It was the right thing to do. We did need to educate consumers a little on the reason for the change. Our consumers just expect you to make the most environmentally friendly choice possible. Consumers may not always know the best choice or how to evaluate them.
- Michael: I like Minami's personalization approach. My question — sometimes big companies have risk-averse attitudes towards sustainability claims. I noticed the phrase "100% sustainable" in your deck. Have you received any pushback from Nestle about that?
 - Majorie: Ah, that's our goal, not a description of fact. We put it in quotations internally because that's what we're working towards, but

we don't say that in our product marketing. I agree that people make overreaching claims before they can prove it. We have great local teams that help us cover what we can say with evidence and facts. Claims are important. We don't want to claim things that aren't true. Learning enough to optimize towards "100% sustainable" is why I'm eager to stay connected with everyone in GOED!

- **Next Committee Calls**

- March 19, 2025 | [\[Click for your local time\]](#)
 - Topic: Amanda Oenbring (CEO) and Vinod Nayagar (EVP of Growth Strategy) from the Where Food Comes From organization will explain the group's Upcycled certification and how it can apply to different omega-3 products.
- April 16, 2025 | [\[Click for your local time\]](#)
 - Topic: Katrina Benedicto, Director of Marketing and Communications for GOED member Nuseed, will highlight the team's sustainability approach and accomplishments as they produce the EPA/DHA/ALA canola oil ingredient Nutriterra.

GOED Sustainability Committee Call

Main Topic: The Sustainability
Philosophy and Projects
of the Minami Prenatal
Supplement Brand

February 19, 2025



Agenda

Committee housekeeping

Welcome new members

Member sustainability kudos

(Addition) NBJ Consumer Data finding re: sustainability

Presentation

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Health Sciences

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Agenda

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Global Sustainability Marketing Manager, BASF

Agenda

Member kudos | Fermentalg

[Fermentalg](#)[Solutions](#)[Innovation](#)[Sustainability](#)[People](#)

Fermentalg Achieves FSSC 22000 Certification, Joins UN Global Compact, and Unveils a New Visual Identity

13 Feb, 2025

Strengthening Trust and Excellence with FSSC 22000 Certification

Fermentalg is proud to have obtained the FSSC 22000 certification, an internationally recognized standard for food safety management. This milestone demonstrates our firm dedication to ensuring product quality, consumer trust, and operational excellence.

This certification provides several key benefits for Fermentalg's customers and partners, including:

- **Enhanced Food Safety:** Ensuring compliance with the highest hygiene, risk management, and traceability protocols.
- **Consistency in Quality:** Guaranteeing safe and high-quality products.
- **International Recognition for Global Market Access:** Certified compliance with GFSI-recognized food safety standards, meeting international regulatory requirements, and enabling seamless partnerships with retailers and distributors worldwide.
- **Trust & Transparency:** Reinforcing trust and transparency for customers and business partners, ensuring end-to-end food safety.

"Achieving the FSSC 22000 certification is a testament to our unwavering commitment to quality, safety, and customer satisfaction," said Pierre Josselin, CEO. "This certification not only strengthens our position in the market but also gives our

Agenda

Member kudos | Maruha Nichiro, Thai Union and Cargill

FEBRUARY 13, 2025

Study finds growing seafood sustainability movement in Japan led by SeaBOS members



Chris Chase published in [Environment & Sustainability](#)



A study of Japanese seafood companies indicates a growing sustainability movement, which could have been influenced by SeaBOS | Photo courtesy of Leiter1940s/Shutterstock

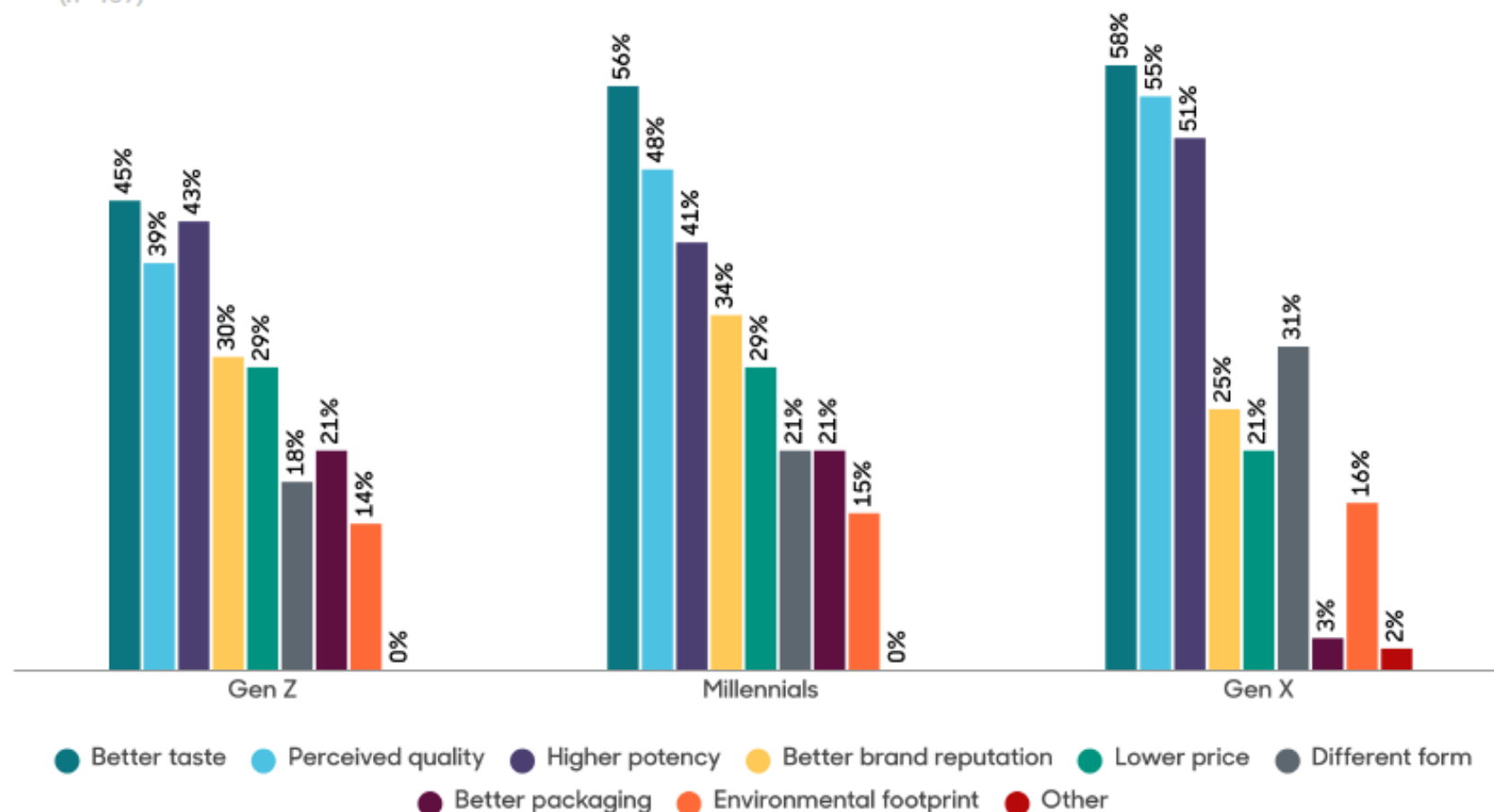
Agenda

NBJ + GOED US Consumer Survey

A consistently low percentage of Gen Z, Millennials and Gen X omega-3 users ranked **environmental footprint** as a top three reason to switch brands.

Question: "What would make you switch from your current omega-3 supplement brand to a different one? (Please select your top 3)"

(n=439)



Source: Nutrition Business Journal/GOED survey targeting consumers who said they either always, often or sometimes take dietary supplements and also said they currently take omega-3 supplements: aged 19-75. December 2024. n=439; powered by the Suzi online platform. Baby boomers were omitted due to a low response rate.

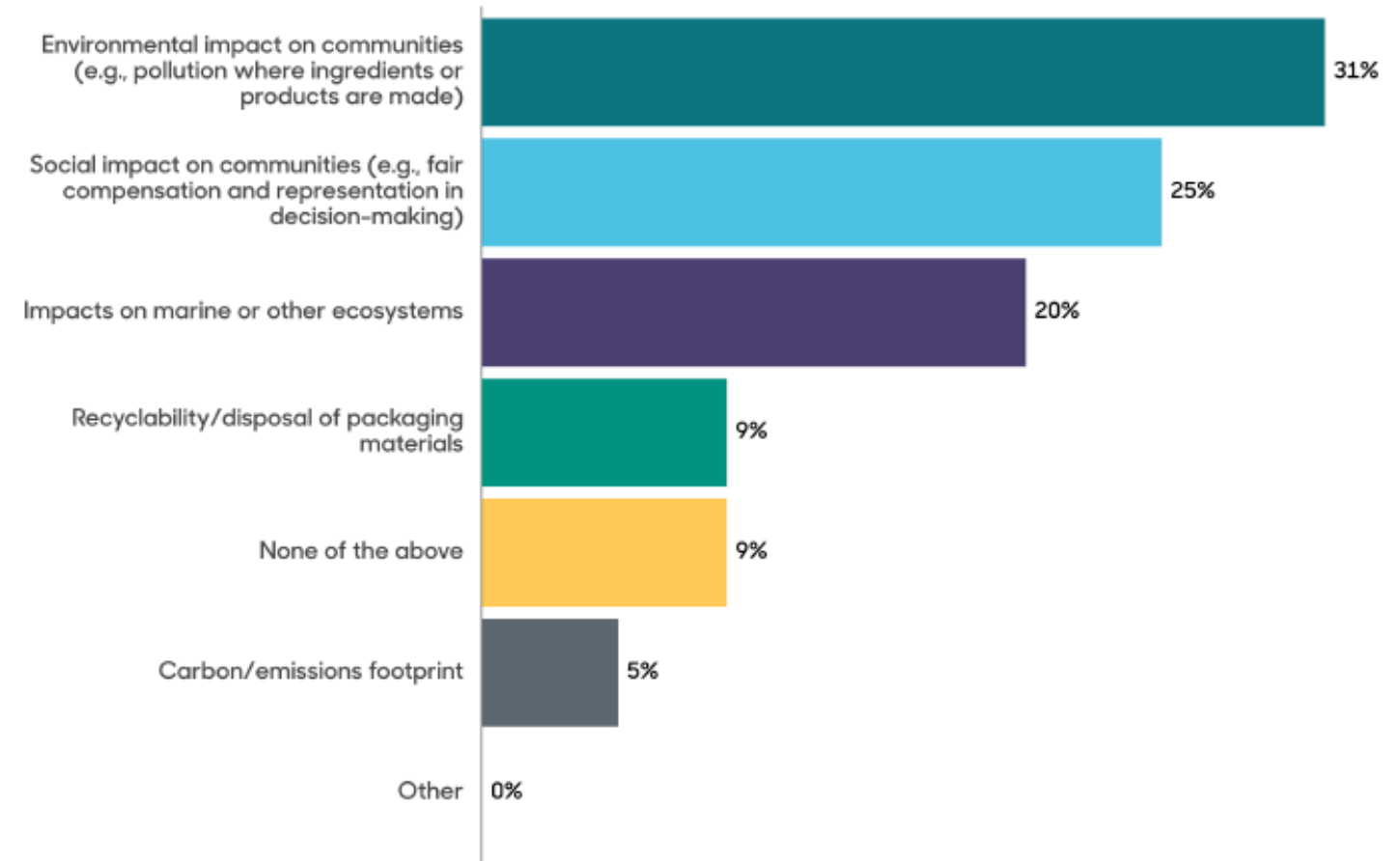
Agenda

NBJ + GOED US Consumer Survey

Omega-3 users who said that a product's better environmental footprint would convince them to switch brands (14% of total survey respondents) ranked the **environmental** and **social** impacts on human communities as higher concerns than **impacts on marine ecosystems**.

Question: "What specific environmental/social factor is the most important to you when choosing sources of omega-3 supplements?"

(n=64)



Source: Nutrition Business Journal/GOED survey targeting consumers who said they either always, often or sometimes take dietary supplements and also said "environmental"

Agenda

NBJ + GOED US Consumer Survey

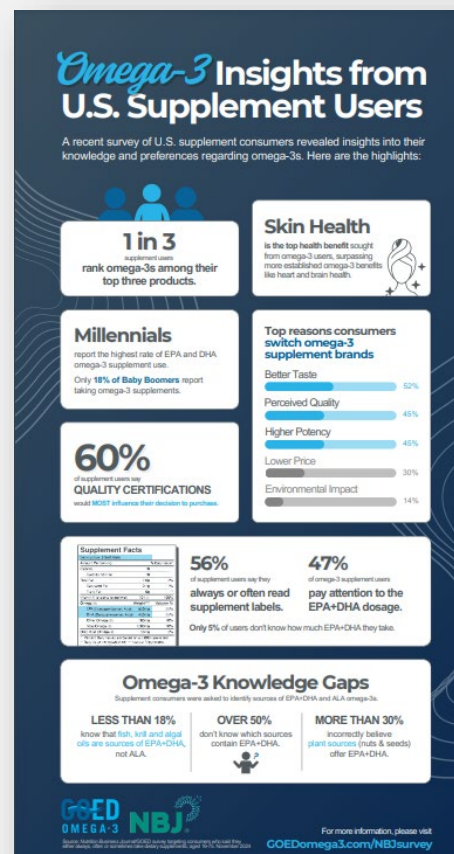
Download a summary infographic [here or below](#)

Buy the report for a discount in March in honor of Global Omega-3 Day

~~\$500~~
\$375

Buy Now

Read a Sample



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MINAMI®



GOED Sustainability Committee

MINAMI® February 2025

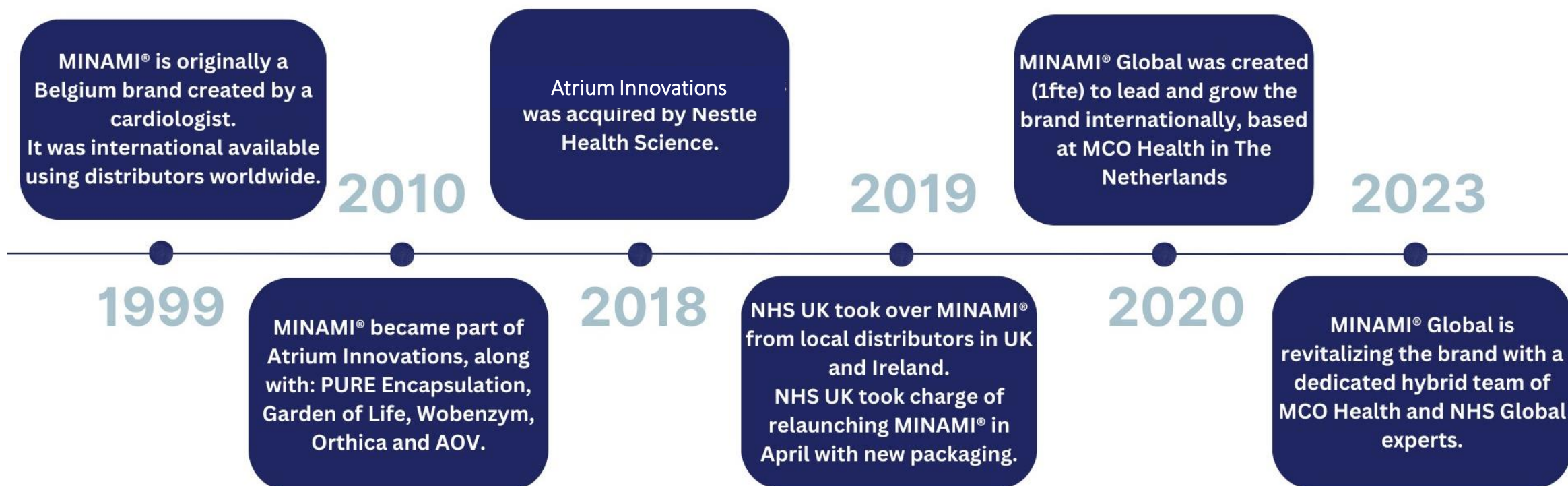
Introduction

History of MINAMI® - 25 years



MINAMI® means *South* in Japanese.

Our journey starts in the South where we source our fish from the deepest waters of the South Pacific.





Manifesto

Omega-3 is vital for your body at every stage of life, yet many diets lack sufficient amounts of these essential nutrients. From pregnancy to motherhood, from busy professionals to healthy aging, Minami supports your personal health with scientifically formulated, sustainably sourced Omega-3 solutions.

Take only what you need. No excess, no compromise — just precise, personalised Omega-3 supplements for lifelong well-being.

Superior purity and strength, optimised for your daily routine.

Minami. Exactly what you need.

A close-up photograph of a person's hand holding several capsules and a pill. The hand is positioned palm-up, with the fingers slightly curled. The background is blurred, showing a person's face and a white surface. The text is overlaid on the image.

Our vision

Precise and personalised
Omega-3 supplementation is a
part of everyone's daily routine.

Our mission

Empower you to take exactly what you need with precise, personalised Omega-3 solutions for lifelong well-being.



What makes MINAMI® different?



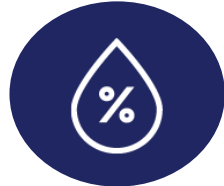
Omega-3 for me

- Omega-3 partner for life
- Solutions your lifestyle and life stages



Pure Omega-3

- Patented supercritical extraction process using CO2 gas to extract pure omega-3s (EPA & DHA), no use of chemicals
- Purity process ensures 'undetectable' contaminants – very strict product specifications high level of 3rd party testing incl microbiological as a standard
- Process generates highly refined pure oil = no *fishy burps* !



Higher concentrations

- Less pills to take, as MINAMI® contains up to 3 times more EPA & DHA per softgel = convenience!
- High concentration means more what you need (EPA & DHA), less what you don't (saturated fats and cholesterol)



Based on science

- EFSA proof, authorized claims
- Science based, innovative concepts and product ingredients
- Our products are used in Clinical Trials



For a sustainable future

- Sustainability is an ongoing journey from sourcing and production process, to packaging, personalization, waste management and consumer engagement.
- Our omega-3 is *Friend of the Sea* certified
- 100% recycled PET pots with UV filter

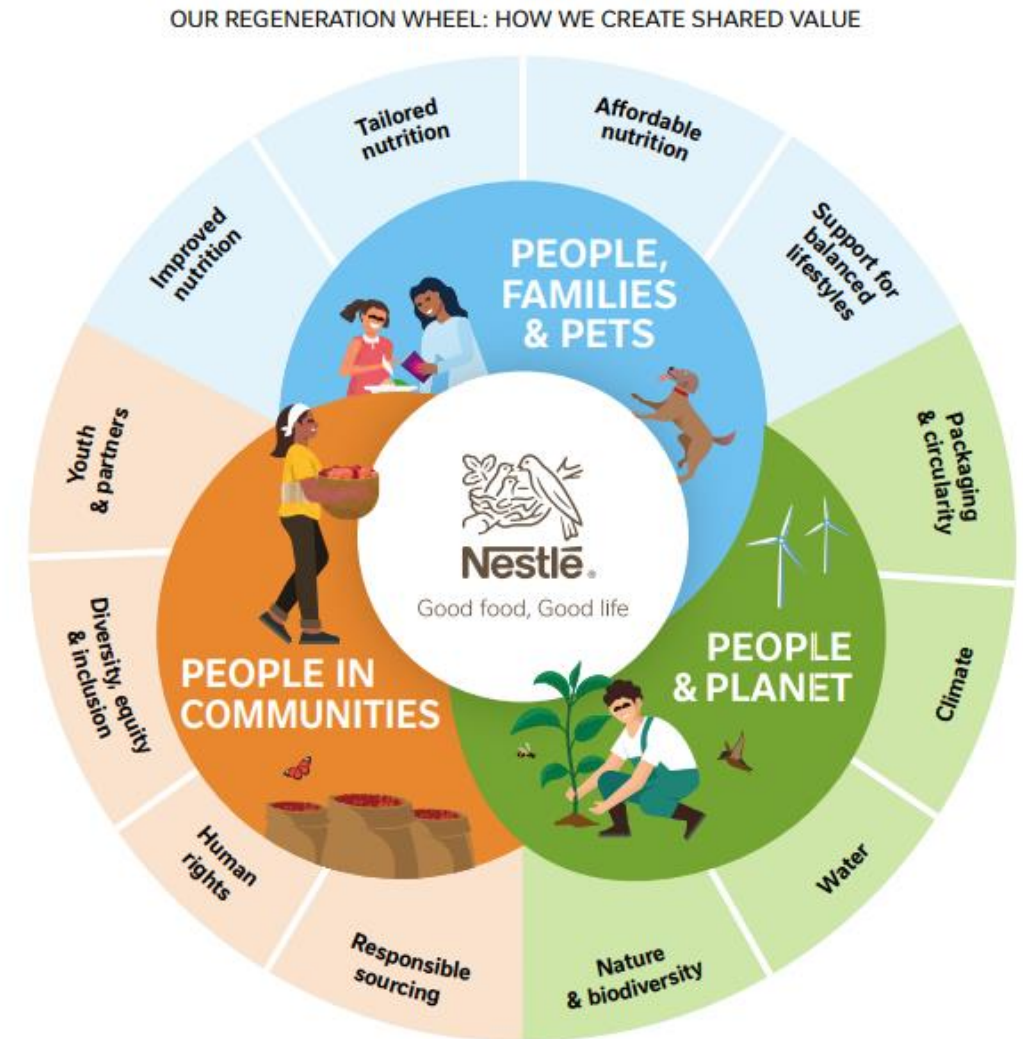


Sustainability

Nestle & MINAMI

Nestle & Sustainability – Creating Shared Value

- We believe in the power of food to enhance quality of life. This belief fuels our desire to use our global scale, resources and expertise to contribute to a healthier future for people and the planet.
- Creating Shared Value (CSV) is at the heart of our purpose: **to unlock the power of food to enhance quality of life for everyone, today and for generations to come.**
- Nestlé's strength is that we are **both a global and a local company**. In many countries where we operate, people think of us as local because of a century or more of local presence and because of our real understanding of people's preferences and needs
- www.nestle.com/sustainability



MINAMI® & Sustainability - in our DNA



Solidify the Core



- Education on omega-3, health benefits and MINAMI®

Innovation



- New concepts, products and/or cooperations supporting consumers & their families, communities and the planet

International coops



- Geo & channel cooperations to support availability of MINAMI® Omega-3

DNA

- High level product quality, purity and concentration
- Science based formulations
- Omega-3 expertise
- Sustainability and embrace sustainable initiatives



Sustainability Roadmap

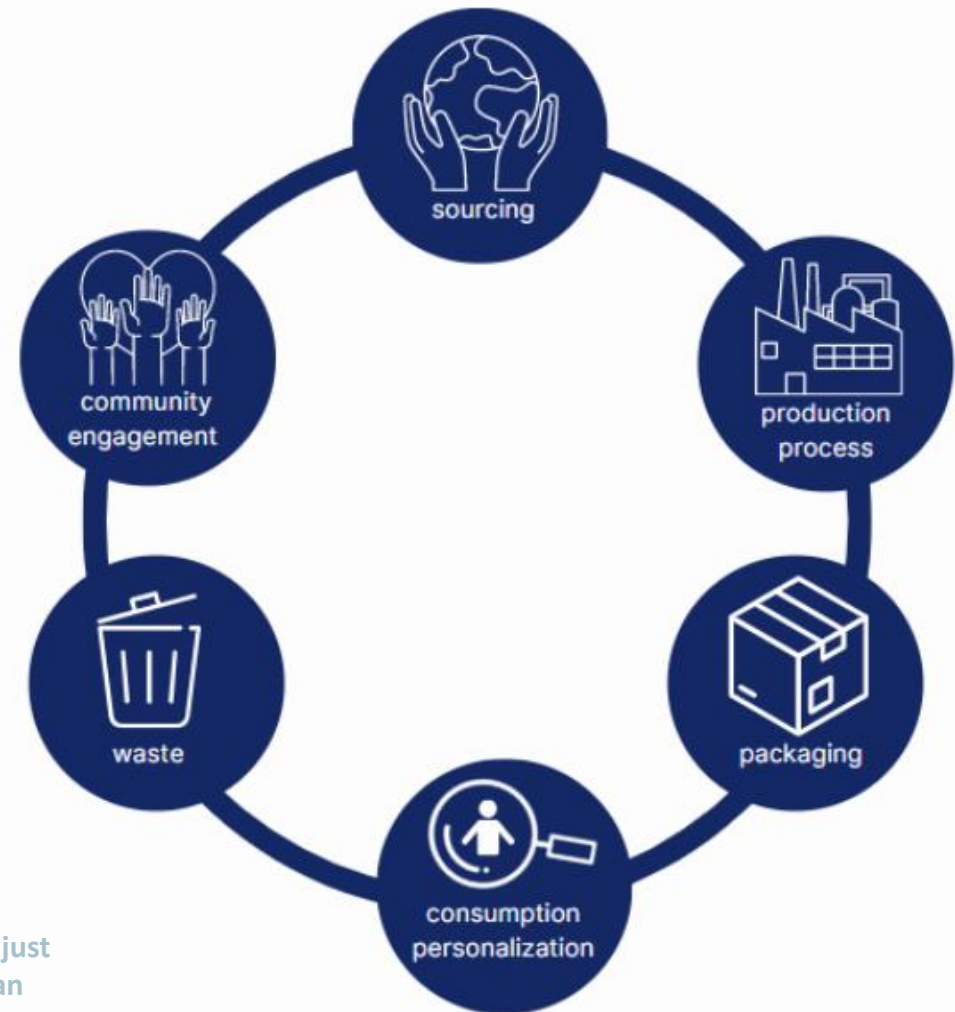
Steps in our sustainability journey



Sustainability Roadmap

Steps in our sustainability journey *

- At MINAMI® we have a commitment to sustainable practice, from the fish and algae we **source (I)**, to how we **process (II)** them, through to the **packaging (III)** we use on our finished products, the **personalization (IV)** options we offer consumers, how we manage our **waste (V)** and give back through **community engagement (VI)**.



* Step by step towards a '100% sustainable brand' as mentioned during the presentation is just used as the dot on the horizon, you will work towards to, but you will never reach as you can always do better.

So MINAMI® will not claim it as such.





Certified omega-3

Our omega-3 is derived from non-endangered small fish species, including sardines, anchovies, and mackerel. These come from the clean waters of the Pacific Ocean, near Chile and Peru, where overfishing is not a problem.

We are also proud to be certified by **Friend of the Sea**





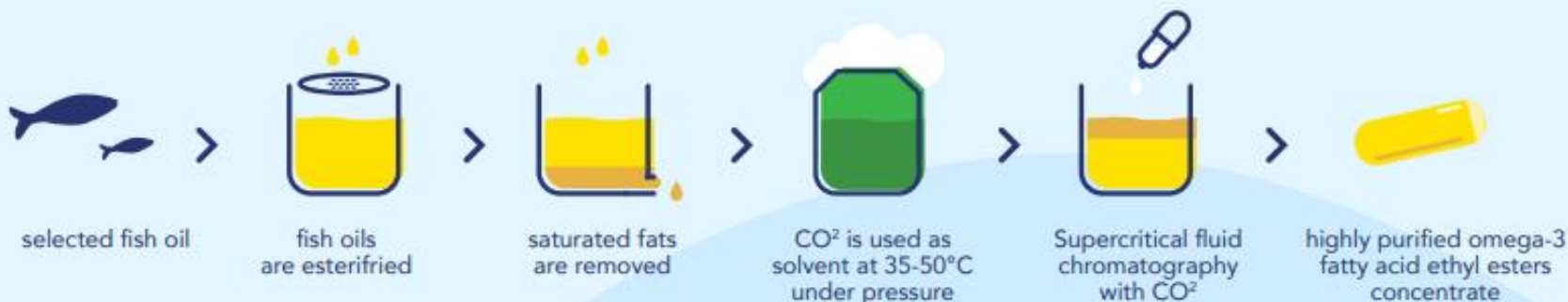
Sustainable production process

Not all omega-3 is the same! Our stringent standards and eco-friendly production method ensure a high concentration and unparalleled pharmaceutical purity. A production method without chemical solvents at extra low temperatures, allowing the omega-3 to retain its full health benefits.



MINAMI®

supercritical CO₂ extraction process



OTHER BRANDS

molecular or chemical distillation




MINAMI®





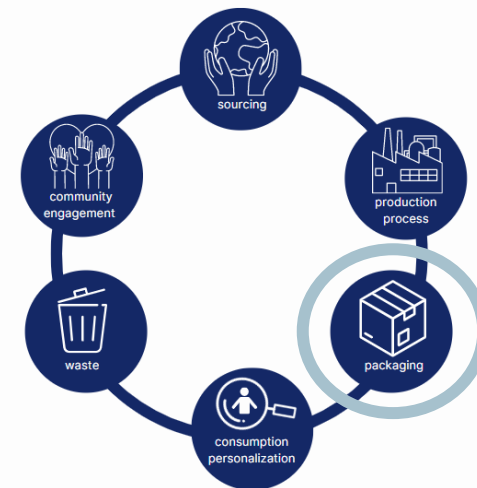
Recyclable packaging

We select our packaging meticulously to keep our environmental impact as low as possible and guarantee the quality of our product.



Our bottles are made of 100% recycled material and have a UV filter to retain optimal quality!
To recycle our bottles - remove label and leave cap on.

Our boxes are made of FSC-accredited varnished paper with vegan ink and are 100% recyclable!





Personalisation & waste reduction



Personalisation and waste reduction go hand in hand
By offering an online self-test and various lab analyses, we support the best product choice through personal recommendations. Thus, by preventing the purchase of the wrong product or excessive quantities, MINAMI® reduces over-consumption and waste.

OMEGA-3 INDEX TEST



An omega-3 finger prick test, which enables you to adjust your intake of omega-3 according to your lab result. Recommended during all stages in life.

PRENATAL DHA TEST



A prenatal DHA finger prick test, which enables you to adjust your intake of omega-3 according to your lab result and personal advice. Recommended during pregnancy.

POSTNATAL DHA TEST



A breast milk DHA test, which enables you to adjust your intake of omega-3 according to your lab result and personal advice. Recommended during lactation.

ONLINE SELFTEST



An online test that suggests your ideal MINAMI® product based on a questionnaire.



Together toward a sustainable future!

Social responsibility program focussing on
omega-3 related health areas for specific
targets groups: pregnant women &
prevention of pre-term birth



Consumer engagement - Social responsibility



MINAMI® MyOmega Project



MINAMI® MyOmega

MINAMI® MyOmega is designed to personalize omega-3 intake for all women prior to conception, during pregnancy and whilst breastfeeding.

We aim to minimize risks and to maximize health benefits for mother and baby.

Omega-3 diagnostics are connected with our patented algorithms for a personalized omega-3 dose recommendation.



minami-nutrition.com/myomega

Social Program on Omega-3

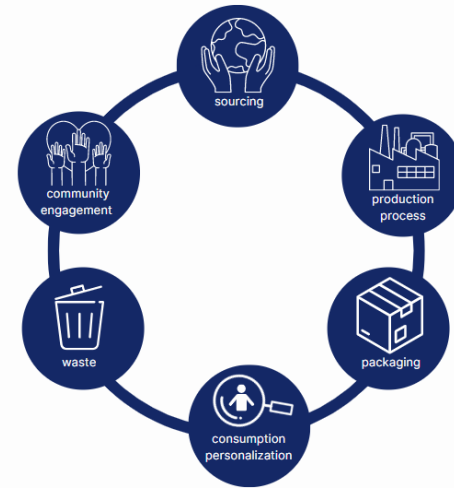
- MINAMI® would like to develop a social responsibility program as part of their sustainability & social responsibility journey. The program ideas:
 - Social responsibility program focussing on **omega-3 related health areas** for specific targets groups,
 - Social responsibility program **focussing on protection** of fish, sea animals and/or oceans, like Clean Ocean Project.
 - Opportunity to join Nestle Purina® Omega-3 program.
- SAHMRI RCT
- Amsterdam UMC project - prevention on preterm birth in areas around Amsterdam



WE CARE

Sustainability is an ongoing journey.

At MINAMI®, we value sustainability, of the fish and algae that we purchase, to the way in which we process them, to the packaging we use for our finished products, the personalisation options that we offer customers and how we deal with our waste.



Thank you!

WE CARE ♥
for you, our planet
and our future




MINAMI®
OMEGA-3



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**Thanks for
joining us.**

