

# GOED EXCHANGE 2018





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Dear Opinion Holders,

Welcome to the fifth GOED Exchange! Rather than address you as “attendees” or “participants,” I felt it was important to revisit why this conference is called the Exchange. The original idea behind its inception was to bring in experts that could help address the issues facing the omega-3 universe and allow all of the participants to “exchange” their opinions and views on how the industry should move forward.

This year, the overarching theme is moving forward into the future of the industry, so it is even more important for everyone to have discussions about these issues. We have built in more networking time than in previous installments of the conference and spread it out throughout the agenda to give you the ability to do just that. In addition, we have added some conversation starters to your badges to help kickstart this networking.



I also encourage everyone to take advantage of this great city of Seattle. The board chose Seattle as the location because it is an easy city for people around the world to reach, but also because the seafood industry has deep roots here. In fact, we have five members of GOED with significant ties to the Seattle area, a few of which you’ll see reflected within some of our menu choices. Seattle also allowed us to move the conference into an auditorium, which has been a goal of mine since the very first GOED Exchange to enhance the learning portion of the event. Benaroya Hall is home to the Seattle Symphony Orchestra and is an ideal venue...you’ll see how fitting it is when our opening keynote takes the stage!

The omega-3 world is going to change significantly in the next few years and will reinvent itself once again, as new sources are developed, new areas of scientific research take hold, major clinical trials are completed and a new era of trust and transparency changes the way we communicate with consumers. Please take advantage of all the content you see and the people you meet here at the GOED Exchange to help your business adapt to that future.

*Welcome to the 2018 GOED Exchange!*

A handwritten signature in black ink, appearing to read 'Adam'.

Adam Ismail  
Executive Director

### **Get connected at the GOED Exchange.**

Download the event app, sponsored by Pace Analytical, by scanning the QR code at the right, or downloading from your app store. Search for “GOED Exchange Events.” The log-in is your email address and “goedinseattle” is the password.



We are also happy to offer complimentary wi-fi to all attendees (thanks to sponsor Neptune Wellness Solutions).  
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Please join the conversation on Twitter: #GOEDExchange



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## AGENDA AT A GLANCE

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### Tuesday, February 6:

9:30 am-12:00 pm	Pre-Conference Workshops (see page 12 for details)
12:00-1:30 pm	Lunch on your own
1:30-2:00 pm	Welcome
2:00-3:00 pm	Keynote Address
3:00-3:45 pm	Networking Break and Book Signing (Grand Lobby Promenade)
3:45-5:15 pm	Omega-3 Influencers, Today and Tomorrow
6:30-8:00 pm	Opening Cocktail Reception (Garden Room, Fairmont Olympic Hotel)

### Wednesday, February 7:

7:30-8:30 am	Breakfast (Spanish Ballroom, Fairmont Olympic Hotel)
9:00-10:00 am	Controversies I: Omega-3/Omega-6 Ratio and Oxidation
10:00-11:00 am	Controversies II: Bioavailability
11:00-11:30 am	Networking Break (Grand Lobby Promenade)
11:30 am-1:00 pm	Regulations, Contaminants and Sustainability, Oh My
1:00-2:15 pm	Lunch and “But What About the Brain” Movie Trailer (Grand Lobby)
2:15-3:15 pm	GMO Omega-3s: A Panel Discussion
3:15-3:45 pm	Networking Break (Grand Lobby Promenade)
3:45-5:30 pm	Market Spotlight: Functional Food Developments, European Growth Strategies and Consumer Behaviors
7:00-11:00 pm	Gala Awards Dinner, Chihuly Gardens (bus pick-up from Fairmont at 6:30 pm)

### Thursday, February 8:

7:30-8:30 am	Breakfast (Spanish Ballroom, Fairmont Olympic Hotel)
9:00-10:30 am	Emerging Omega-3 Science: Where are the Research Gaps?
10:30-11:00 am	Networking Break (Grand Lobby Promenade)
11:00 am-12:30 pm	Trust and the Media
12:30-1:30 pm	Lunch (Grand Lobby)
1:30-2:30 pm	Omega-3 Concentrates—Are They Dietary Ingredients?
2:30-3:30 pm	How Companies Can Become Better Innovators
3:30-3:45 pm	Final Remarks

*All sessions take place in the Illsley Ball Nordstrom Recital Hall unless otherwise noted.*

# MAIN CONFERENCE AGENDA

*All sessions take place in the Illsley Ball Nordstrom Recital Hall unless otherwise noted.*

## **TUESDAY, FEBRUARY 6**

### **1:30-2:00 pm: Welcome and Opening Remarks**

Adam Ismail, GOED

### **2:00-3:00 pm: Opening Keynote**

(sponsored by Golden Omega)

Join us for a unique keynote presentation that is sure to strike a chord with GOED Exchange attendees. Many have said strong leadership is not the omega-3 industry's forte, but this session will help the industry tune its leadership skills and start the conference on a high note. The presentation promises to help attendees drum up new ideas for starting major movements in the industry.

### **3:00-3:45 pm: Networking Break and Book Signing (Grand Lobby Promenade)**

Meet our keynote speaker and pick up a copy of his book (sponsored by Golden Omega).

### **3:45-5:15 pm: Omega-3s Influencers, Today and Tomorrow**

What can we learn from current consumer influencers? How should we develop messages for our future customers? This session is designed to look at consumer influencers in the U.S. and China, two of the largest omega-3 markets in the world, and challenge your thinking about how consumers will learn about omega-3s in the future.

*Registered Dietitians (RDs): Examining Their Role as Consumer and Media Influencers*

As part of its consumer education activities, GOED has been actively engaging with registered dietitians (RDs) as nutrition communicators. RDs play a unique role as media influencers as well as practitioners who have direct consumer conversations about nutrition. Elana Natker, MS, RD, has been running GOED's RD Ambassador program and is herself an expert in nutrition communication and how to work with media in this important role. She'll discuss GOED's activities and share her insights into this influencer audience.

*Elana Natker, Sage Leaf Communications*

### *The Health Practitioners: Who are the Influencers?*

Based on GOED market research showing the influence of health practitioners on consumers, GOED's Executive Council for Education and Outreach in 2017 funded a research project looking at the health practitioner world to determine who best to work with to educate about the importance of omega-3s and what messaging most resonates with these key audiences. This presentation spotlights research learnings and the key takeaways to date from this ongoing project.

*Ellen Schutt, GOED*

### *Who and What are Influencing the Market in China*

What's WeChat? What's really going on with Blue Hat Regulations? Understanding the nuances of the Chinese omega-3 market, with its vast potential for growth, is an ongoing challenge, yet necessary for long-term success. Jeff Crowther, Executive Director of the U.S.-China Health Products Association, is one of the foremost experts on China's developing natural health products industry, and will provide an update on the market trends, consumer attitudes and regulatory developments that will be the main sources of influence in China for years to come.

*Jeff Crowther, U.S.-China Health Products Association*

### **6:30-8:00 pm: Opening Reception (Garden Room, Fairmont Olympic Hotel)**

*Join us for light fare and socializing before dinner on your own (reception sponsored by Nutrasource).*

## **WEDNESDAY, FEBRUARY 7**

### **7:30-8:30 am: Breakfast (Spanish Ballroom, Fairmont Olympic Hotel)**

Sponsored by Stepan Lipid Nutrition

### **9:00-11:00 am: Clarifying the Controversies in the Omega-3 Industry (Part 1 and Part 2)**

There are several areas that could be described as controversial within the omega-3 industry. These two sessions are designed to define the challenges, offer clarity to opposing

viewpoints and in some cases, spark some debate among attendees.

### **9:00-10:00 am: Controversies Part 1—The Omega-6/Omega-3 Debate and Omega-3 Oxidation**

*Diverse Effects of Epoxides of Omega-3 and Omega-6 Fatty Acids in Altering Inflammation, Pain and Fibrosis: Insight into Understanding the Omega-3/Omega-6 Debate*

Omega-3s do not only have a nutritional and structural component, but also a major regulatory role in biology. This presentation features a neutral scientific expert who will explain how the tissues in our body employ omega-3 and omega-6 PUFA to carry out their biological activities. This will provide a basis to better understand the debate around topics such as the usefulness of the omega-6/omega-3 ratio, and the importance to ingest enough omega-3s.

*Bruce Hammock, University of California–Davis*

*Oxidation 101: What the Industry Needs to Know*

Controversies exist around the relevance of oxidation for omega-3 product quality and its potential impact on health. Clarity is needed on what oxidation is, how oxidation affects different omega-3 oils, what the main factors are that drive oxidation, and how oxidation can be tested. Lipid oxidation expert Eric Decker will look at the topic from various angles.

*Eric Decker, University of Massachusetts, Amherst*

### **10:00-11:00 am: Controversies Part 2—The Bioavailability Question: Scientifically Supported or Marketing ‘Magic’**

(sponsored by BASF)

The bioavailability of omega-3s has been a topic of discussion, and debate, as new lipid forms are introduced and new absorption technologies developed. Companies have also used ‘bioavailability’ for its marketing value, with questionable claim support. This session explores the comparative bioavailability of different chemical forms as well as bioavailability improvements by physical means and is rounded out by a look at the world of bioavailability marketing and claims.

Dr. Kevin Maki will discuss the biological sources and different forms in which long chain omega-3 fatty acids are available as supplements, drugs and in food, highlighting the differences in absorption between formulations, and factors that influence acute absorption. The presentation will also explore the effects of absorption enhancement strategies on acute absorption of omega-3 fatty acids from different drug/supplement formulations.

*Kevin Maki, MB Clinical Research*

This presentation by Dr. Philip Calder will take a close look

at the fate of EPA and DHA after intake and absorption. The fatty acid composition, in particular that of EPA and DHA, in different tissues will be described, as well as details on how EPA and DHA distribute into different chemical forms within tissues. Dr. Calder will also summarize strategies for enhancing EPA and DHA levels and discuss how acute and chronic studies compare, using EPA and DHA present in chemical and physical different forms.

*Philip Calder, University of Southampton*

Bioavailability is frequently used as a marketing theme, sometimes neglecting the biochemical principles that support the accuracy of a claim. This presentation will explore the claims being made about bioavailability of omega-3 products, and discuss some of the regulatory and ethical challenges associated with them.

*Adam Ismail, GOED*

### **11:00-11:30 am: Networking Break, Grand Lobby Promenade (sponsored by Solutex)**

### **11:30 am-1:00 pm: Regulations, Contaminants and Sustainability, Oh My**

When you think about the omega-3 supply chain, there are many factors that impact its success. This session looks at a few of those — the latest on the Codex Nutrient Reference Value work, an overview of contaminants that may affect the industry of the future and updates on the sustainability certification process in global omega-3 fisheries.

*An Inside Look at the Codex NRV*

The ongoing Codex work to establish a Nutrient Reference Value associated with the reduction in the risk of diet-related noncommunicable diseases (NRV-NCD) for EPA+DHA is an area of interest, not just for the omega-3 industry, but for the dietary supplement industry in general. David Pineda, strategic consultant, will describe the Codex process, using the ongoing NRV-NCD work as an example. Mr. Pineda has unique expertise on the topic, having submitted the original NRV-NCD proposal for new work in 2014, as well as serving as co-chair of the GOED Delegation to the Codex Committee on Fats and Oils (CCFO) in 2017 when the fish oil standard was advanced for adoption.

*David Pineda Ereño, DPE Consulting*

*Emerging Contaminants and Omega-3s*

Contaminants are always a topic of concern in any consumer product industry and, for omega-3s, areas to watch include contamination through the food chain, at the packaging stage, or during processing and concentration of oils. This presentation will inform about potential “new” impurities, such as 3-MCPDs, glycidol, furanes and mineral oils, regu-



latory implications and potential ways of mitigation. It will also cover how we can stay ahead of upcoming issues for 'known' contaminants, such as phthalates and poly-aromatic hydrocarbons. Some unsuspected sources of contaminants will be discussed as well.

*Jürgen Gierke, BASF*

#### *MSC Certification: Omega-3 Fisheries Status Update*

MSC certification, considered one of the gold standards in transparency and sustainability, is now gaining visibility and traction with consumers around the world, and the omega-3 industry is interested in the role MSC can play in furthering trust in our raw material sources. MSC's Everette Anderson will dig in to the details of global omega-3 fisheries such as certified fisheries like Antarctic krill, Alaska pollock and Arctic cod, highlighting what are they doing right on the sustainability front. He'll also cover the Peruvian anchoveta fishery, which is in the midst of a fishery improvement program, discussing what issues have been identified and what progress has been made.

*Everette Anderson, MSC*

#### **1:00-2:15 pm: Lunch and Special Sneak Peek "But What About the Brain" movie trailer (Grand Lobby)**

*Wild salmon generously provided by Vital Choice*

#### **2:15-3:15 pm: GMO Omega-3s: A Panel Discussion**

As the first genetically modified plant based omega-3s head toward commercialization, it's important to take a look at the whole GMO debate from the 10,000 foot view. Scott Nichols, former managing director of farmed salmon producer Verlasso Salmon, and now head of Food's Futures, a consultancy devoted to creating sustainable, nutritious food for an expanding world, brings a unique perspective to the conversation. He'll be joined on the panel by two companies involved in this space who will discuss what it will take to gain widespread acceptance of these novel sources of EPA and DHA.

*Willie Loh, Cargill*

*Jonathan Napier, Rothamsted Research*

*Scott Nichols, Food's Future*

#### **3:15-3:45 pm: Networking Break, Grand Lobby Promenade (sponsored by AnimalFeeds)**

#### **3:45-5:30 pm: Market Spotlight: Functional Food Developments, European Growth Strategies and Consumer Behaviors**

The worldwide market for omega-3s is diverse in geographi-

cal scope and potential end products. This session spotlights three areas of interest: developments in functional foods, how to stimulate growth in a flat European market and a special video feature on how consumers talk about omega-3s, plus an update on GOED's Ingredient Market Report numbers.

*Ingredient Market Overview 2016 — A Snapshot of Highlights*  
Hear a quick update of the major changes and developments in GOED's 2016 Ingredient Market Update report.

*Aldo Bernasconi, GOED*

#### *Spotlight on the Omega-3 Functional Food Market*

This presentation will provide the latest on the omega-3 functional foods segment from market research expert Mintel. This presentation will detail recent launch activity in the functional food market for EPA and DHA omega-3s and highlight important consumer trends that can influence future product introductions.

*Stephanie Mattucci, Mintel*

#### *How to Stimulate Growth in the European Omega-3 Market*

The European market for omega-3s has been relatively flat over the last few years, despite the fact that there is still room for improved omega-3s consumption in many countries. Strategy consultant Robert Harwood will explore strategic options for industry that could help accelerate growth in Europe.

*Robert Harwood, CPL Business Consultants*

#### *What Do Consumers Think About Omega-3s*

In order to answer this question, GOED commissioned a series of international consumer focus groups to determine cultural differences in beliefs and behaviors. This special video session will highlight those videos and learnings. The session will be moderated by Jeff Hilton of BrandHive, who facilitated the focus groups and will offer additional insights into the findings.

*Jeff Hilton, BrandHive*

#### **7:00-11:00 pm: Gala Dinner, Chihuly Gardens**

*Join us for dinner against a gorgeous backdrop famous throughout Seattle. Buses leave the hotel beginning at 6:30 pm. Check the event app for more details.*  
(Sponsored by DSM)

### THURSDAY, FEBRUARY 8

#### **7:30-8:30 am: Breakfast (Spanish Ballroom, Fairmont Olympic Hotel)**

Sponsored by POS



**9:00-10:30 am: Emerging Omega-3 Science — Where are the Research Gaps?**

This session will take a look at the science behind emerging areas in omega-3 research, highlight the latest science and examine where research gaps still remain. It will also include a quick research synopsis since the last GOED Exchange.

*Two Years in 10 Minutes: Heart Health Research Update*

Harry Rice will provide a quick synopsis of the latest heart health research published since the last GOED Exchange. The talk will focus on what we have learned and what new questions have been raised.

*Harry B. Rice, GOED*

*Omega-3s and Retinal Health*

DHA is a structural component of the retina, and dietary intake of omega-3s is important for visual development. This presentation will review the latest research around the vital involvement of omega-3s for vision and what questions remain unanswered in this relatively new field of research.

*John Paul SanGiovanni, US National Institute of Alcohol Abuse and Alcoholism*

*Omega-3s and Exercise*

The use of omega-3 supplements in sports nutrition has seen steady growth in recent years. In this presentation, the different aspects of the effectiveness of EPA and DHA in supporting exercise performance will be reviewed. Dr. Tipton will explore which areas of research need more work and what we can conclude today.

*Kevin Tipton, University of Stirling*

*Omega-3s and Mental Illness*

Remarkable progress has been seen in the scientific understanding of the role of EPA and DHA in mental health and how disturbances in omega-3 LCPUFA homeostasis can affect mental illness. This presentation will highlight the mechanistic reasons EPA and DHA may be useful in treating some mental illnesses and what research is now needed to focus on disorders that afflict a large proportion of the population.

*CAPT Joseph Hibbeln, NIH*

**10:30-11:00 am Networking Break, Grand Lobby Promenade (sponsored by Amin Talati)**



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### **11:00 am-12:30 pm: Trust and the Media**

Gaining and maintaining consumer trust is imperative to the future success of omega-3 businesses. Like it or not, the media plays a role in educating consumers and whether the industry is perceived as trustworthy, and it's important for industry to understand how to leverage media and just how — and from whom — consumers are getting their information. This session will tackle the issue of how to communicate science effectively, and share results of a project assessing what people read and how they gather information and form opinions.

The National Academies of Sciences, Engineering and Math in the U.S. published a report last March about how to communicate science effectively and Rowe was one of the authors. She will discuss the research and advise how industry can talk about science in an accurate way but still make sure the discussion is clear and educational.

*Sylvia Rowe, SR Strategy*

Tim Caulfield is also an expert on communicating on science,

and will discuss the challenges faced in today's communications culture. He has done research on industry funded research and how that impacts public trust and he'll offer some suggestions about how to break through the noise. Professor Caulfield has also completed a study on how people interact with news and he'll share some of those findings.

*Tim Caulfield, University of Alberta*

### **12:30-1:30 pm: Lunch (Grand Lobby)**

*Pollock entree generously provided by sponsor Trident Seafood*

### **1:30-2:30 pm: Omega-3 Concentrates—Are They Dietary Ingredients?**

This special session addresses recent developments challenging the status of omega-3 concentrates as dietary ingredients. In order to help attendees better understand the situation, presenters will highlight the historical use of concentrates as well as offer an analysis on future prospective activity.



**The Omega-3  
concentrates expert.**





As part of its recent work on the New Dietary Ingredient (NDI) regulations in the U.S., GOED has compiled a portfolio of historical data on the use of various types of omega-3 products in the U.S. market. Ismail will cover the history of how concentrates have been used in the U.S. and address key questions that have been raised about their status as dietary ingredients.

*Adam Ismail, GOED*

Joseph Cwik of Amin Talati will then review the legal aspects from the recent International Trade Commission complaint that sought to ban the import of concentrates into the U.S. Drawing from his firm's expertise in FDA law, Cwik will also provide an analysis of potential next steps in the matter and the potential impact for the industry.

*Joseph Cwik, Amin Talati*

**2:30-3:30 pm: How Companies Can Become Better Innovators**

Innovation has been a challenge for omega-3 companies,

and even the best innovation processes can result in high rates of failure because companies often fail to revisit their underlying assumptions. Aaron Weast is Director of Innovation Engineering at Nike and was involved in the development of one of the first wearable fitness trackers, helped develop real life "Back to the Future" self-lacing Nike shoes and has worked on unique athletic shoe prototypes for professional athletes. He is also the head of a start-up beverage company and, in a former life, worked on a project for NASA where he built a sub for astrobiology research in the Antarctic. Based on his diverse experiences, Weast will provide insights into how companies in the omega-3 space can improve the efficiency of innovation to become better innovators.

*Aaron Weast, Nike*

**3:30-3:45 pm: Final Remarks**

GOED's Adam Ismail offers some closing thoughts on GOED Exchange 2018.

*Adam Ismail, GOED*

# Proof. **Verified.**

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## Pre-Conference Workshops

### The Food Safety Modernization Act (FSMA) and What It Means to You (Tuesday, February 6 — 9:30-10:15 am)

The U.S. food regulations are evolving and this is creating the largest shift in food regulations in over 70 years. For those in the omega-3 industry who sell products in the U.S. market, there are changes you need to know about.

This presentation, presented by Larisa Pavlick, VP-Global Regulatory and Compliance at the United Natural Products Alliance, will explain FSMA and two of the key rules affecting our industry, including the Preventive Controls for Human Food (PCHF) rule and the Foreign Supplier Verification Program (FSVP). Ms. Pavlick will explain how these rules apply to ingredient suppliers, manufacturers, distributors, warehouses, and brand owners who may use contract manufacturing services, as well as cover key new definitions including “qualified individual” and “Preventive Controls Qualified Individuals” (PCQI) and their unique responsibilities

as defined in the regulation. She will also introduce the requirements for a Food Safety Plan (FSP) specific to the omega-3 industry and walk through the expectations of the FDA as well as the responsibilities of your management, owners, and staff.

Larisa Pavlick has more than 20 years of experience working in the dietary supplement industry, including nearly eight years as an investigator at the U.S. Food and Drug Administration. She has a passion for the natural products industry and for helping others. With a strong background, education and training in U.S. regulations and quality, she has spent much of her career evaluating the quality and integrity of ingredients and the manufacturing controls used to produce finished products.



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*The United Natural Products Alliance (UNPA) is an international trade association representing more than 100 leading natural products, dietary supplement, functional food and scientific and technology and related service companies that share a commitment to provide consumers with natural health products of superior quality, benefit and reliability. Founded in Utah in 1992, UNPA was instrumental in the passage of the 1994 Dietary Supplement Health and Education Act (DSHEA) and continues to take a leadership position in legislative and regulatory issues and industry best practices. Visit [www.unpa.com](http://www.unpa.com).*

### GOED's Executive Council on Education and Outreach (ECEO): What We've Accomplished and What's Planned for 2018 (Tuesday, February 6 — 10:30-11:00 am)

The Executive Council on Education and Outreach (ECEO) was established in early 2016 by several interested GOED members who saw the importance of additional funding in four key areas:

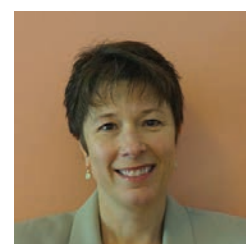
- Scientific Publishing
- Public Relations
- Health Practitioner Education
- U.S. and Canada DRI Lobbying

Now after two years of work, the ECEO has made significant strides, particularly in shoring up omega-3 science and continuing a strong positive media push. The ECEO is also poised to launch a coordinated health practitioner

education effort and has just completed a feasibility study on DRIs that will inform our plan going forward. This session highlights the efforts to date and strategies for 2018 to continue to grow the omega-3 business worldwide.

The ECEO is currently comprised of GOED, BASF, DSM, Golden Omega, Organic Technologies and Pharmavite. TASA was also involved in the initial year of the initiative.

This workshop will be presented by Ellen Schutt, Vice President-Communications and Education, at GOED.





## Authenticity Testing of Omega-3s: An Analysis of the Top Omega-3 Supplements (Tuesday, February 6 — 11:15 am-12:00 pm)

Orivo, a Norwegian company that has developed a verification tool for testing omega-3 authenticity, recently tested the top 20 natural oil supplements in the U.S. Orivo's lab test is based on a fingerprinting technology that can confirm the source and geographic origin of the omega-3 oils. Erik Fuglseth, PhD, CTO of Orivo, will unveil the results during this special pre-conference workshop and discuss the implications for the omega-3 industry.

Dr. Fuglseth has his formal background in the field of organic chemistry and received both his MSc and PhD from The Norwegian University of Science and Technology (NTNU). After working with omega-3 research and technology transfer, he founded Orivo together with Svein Erik Haugmo in 2014. Fuglseth is now in charge of the development of the technology forming the basis for the services offered by Orivo.



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*ORIVO is a laboratory company providing a certification to producers and brand owners in the omega-3 industry. The certification is based on a unique laboratory test that can document the origin of an omega-3 product. From a drop of oil, the test can identify the species and geographic location from which it originates. ORIVO's certification seal represents a simple and unique tool for consumers to get access to 100% reliable information about the products they are purchasing. To learn more, visit [www.orivo.no](http://www.orivo.no).*


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 KD Pharma Group

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## Speakers (in alphabetical order)

### Everette Anderson

Based in Seattle, WA, Everette Anderson is the Senior Commercial Manager for the Western U.S. for the Marine Stewardship Council (MSC). He is originally from Dillingham, Alaska – home to the world's largest wild sockeye salmon run. Anderson is a former Bristol Bay commercial fisher and worked on pollock catcher/processors in the Bering Sea. Working for the State of Alaska Department of Commerce, western Alaska CDQ (Community Development Quota) groups and Tribal seafood enterprises in Alaska and the Pacific Northwest, Anderson brings community development, stakeholder engagement, advocacy, domestic and international marketing/sales and seafood product development experience.



### Aldo Bernasconi, PhD

Aldo Bernasconi, PhD, is the director of information and research for the Global Organization for EPA and DHA Omega-3s (GOED). His experience as a Data Scientist includes modeling and forecasting, algorithm development, and data analysis in a variety of fields, including biostatistics, bioinformatics, market analysis and environmental science. His responsibilities at GOED include coordinating the collection, analysis, interpretation and dissemination of multiple sources of information relevant to omega-3 markets. Before joining GOED, Bernasconi spent two years at the University of Utah, developing strategies and procedures for the management of research samples and creation of biobanks.



### Philip Calder, PhD

Philip Calder is Professor of Nutritional Immunology in the Faculty of Medicine at the University of Southampton, U.K. His main research interest is the metabolism and functionality of fatty acids with an emphasis on the roles of omega-3 fatty acids in immunity, inflammation and cardiometabolic disease. He has received several awards for his work including the ESPEN Cuthbertson Award in 2008, the AOCS Ralph T. Holman Lifetime



Achievement Award in 2015 and the Danone International Prize for Nutrition in 2016.

### Tim Caulfield

Professor Timothy Caulfield is an unrivalled communicator who debunks myths and assumptions about innovation in the health sector—from research on stem cells to diets to alternative medicine—for the benefit of the public and decision-makers. Caulfield is a Canada Research Chair in Health Law and Policy and a Professor in the Faculty of Law and the School of Public Health at the University of Alberta. He has been the Research Director of the Health Law Institute at the University of Alberta since 1993. He is a Fellow of the Trudeau Foundation and the Principal Investigator for a number of large interdisciplinary projects that explore the ethical, legal and health policy issues associated with a range of health-focused topics.



### Jeff Crowther

Since 1993, Jeff Crowther has been working in the natural health product industry, holding positions in retail management, international business development and regulatory advocacy. He is a recognized expert on China's dietary supplement industry and nutrition industry. Since 2005, he has been living in China and working closely with the Chinese and U.S. government to encourage the further development of China's dietary supplement industry and to promote the association's members' products and services. Since 2010, he has been the executive director of the U.S.-China Health Products Association, a U.S. non-profit organization representing global dietary supplement and nutritional ingredient manufacturers operating in China.



### Joe Cwik

As lead trial lawyer at Amin Talati Upadhye, Joe Cwik heads all intellectual property litigation for the firm's clients. Cwik is focused entirely on achieving a successful result for his clients within the court system and before regulatory agencies. His 20+ years of litigation experience have been sharply focused on consumer health products, especially in indus-





tries served by the firm: drug, food, beverage, nutritional supplements and cosmetics. A trial lawyer with significant civil litigation experience, Cwik has represented numerous clients in disputes involving patents related to pharmaceuticals, dietary supplements, and medical foods.

#### **Eric Decker, PhD**

Eric Decker, PhD, is currently a Professor and Head of the Department of Food Science at the University of Massachusetts, Amherst. Dr. Decker is actively conducting research to characterize mechanisms of lipid oxidation, antioxidant protection of foods and the health implications of bioactive lipids. Decker has over 400 publications and he is listed as one of the Most Highly Cited Scientists in Agriculture. Decker has served on numerous committees for institutions such as FDA, Institute of Medicine, Institute of Food Technologist, USDA and the American Heart Association.



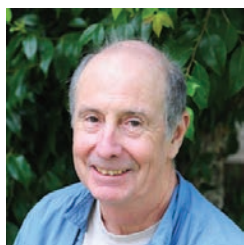
#### **Jürgen Gierke**



Juergen Gierke is the Global Technical Marketing Manager Omega-3 Nutrition at BASF. He has experience in food ingredients, specifically in lipids and antioxidants, and a profound knowledge in functional foods and dietary supplement applications.

#### **Bruce Hammock, PhD**

Bruce Hammock is a Distinguished Professor at the University of California Davis and CEO of EicOsis Human Health. His human health work has centered on developing detailed analytical methods for chemical mediators such as vitamin D and the oxylipins of the arachidonate cascade and understanding basic biology of the arachidonate cascade. He is working toward clinical approval of a drug to stabilize biologically active epoxide metabolites of ARA, EPA and DHA. The orally active clinical candidate is more potent with an omega 3 enriched and omega 6 depleted diet than with a normal diet, implicating epoxides of omega 3 lipids in the positive biologies observed with the increased consumption of fish oil.



#### **Robert Harwood, PhD**

Dr Robert Harwood is CEO of CPL Business Consultants and has 14 years consulting experience in health and nutrition ingredients including work on markets on omega fatty acids

from bacteria, plants, algae and marine sources. Founded in 1987, CPL Business Consultants provides strategic advice and insight in ingredients for health and related nutrition sectors. CPL combines in-depth industry expertise, proprietary tools and models, scientific rigour, and analytical and consulting expertise, as an integral part of the ingredients industry.



#### **CAPT Joseph Hibbeln, MD, PhD**

CAPT Joseph R. Hibbeln, MD, is the Acting Chief, Section of Nutritional Neurosciences, Laboratory of Membrane Biophysics and Biochemistry, National Institute on Alcohol Abuse and Alcoholism, NIH. Hibbeln is internationally recognized for originating the field of omega-3 fatty acids in depression and impulsive disorders. Hibbeln's work establishing the net nutritional benefits of fish consumption over risks of trace mercury exposure in pregnancy (*Lancet* 2007) has changed in international policy regarding dietary advice: (World Health Organization 2010, US Dietary Guidelines for Americans, 2010 and 2015, FDA-Net Effects Document/draft advice, 2014, European Food Standards Agency, 2014). He is board certified in psychiatry.



#### **Jeff Hilton**

Jeff Hilton is partner and co-founder of BrandHive, a prominent healthy-lifestyle branding agency celebrating 20 years working with dietary supplement, functional food and beverage, and health and beauty brands. Hilton brings 35 years of advanced business and marketing insights to his clients and has been recognized by Advertising Age magazine as one of the nation's Top 100 Marketers.



#### **Adam Ismail**

Adam Ismail is Executive Director of the Global Organization for EPA and DHA Omega-3s (GOED), where he has overseen 16-fold growth since the organization's founding in 2007. GOED now represents 200 members worldwide and through Ismail's leadership, works to promote sufficient consumption of omega-3s, protect the category, and ensure consumers have access to high quality omega-3 products they can trust. Previously, he worked for Cargill, commercializing their omega-3 food ingredient business, and at



HSC and Health Business Partners in investment banking and strategy consulting.

#### **Willie Loh**

Willie Loh is a Vice President in Cargill's Global Edible Oil Solutions enterprise in the United States. He works in the GEOS Specialties unit responsible for market development. Previously, Loh served as commercial leader for Cargill's Strategic Oils Cluster, which coordinates technology transfer and innovation between Cargill's nine refined oil businesses around the globe.



#### **Kevin Maki, PhD**

Kevin C Maki, PhD is the Founder and Chief Science Officer for the Midwest Biomedical Research's Center for Metabolic and Cardiovascular Health. He specializes in the design and conduct of clinical studies in human nutrition, metabolism and chronic disease risk factor management. Maki also holds Adjunct Faculty positions teaching Biostatistics and Applied Epidemiology at DePaul University and the Illinois Institute of Technology. He is a Fellow of the National Lipid Association, The Obesity Society and the American College of Nutrition, as well as a certified Clinical Lipid Specialist.



#### **Stephanie Mattucci**

Based in Chicago, Stephanie Mattucci joined Mintel in 2013. As a Global Food Science Analyst, she is enthusiastic to share her food science insights and offer a technical perspective on various topics related to the food industry. Prior to Mintel, Mattucci worked as a Food Scientist in R&D for an ingredients company in Chicago, where she specialized in seasoning product development and provided technical expertise to customers in the food industry.



#### **Johnathan Napier, DSc**

Johnathan Napier obtained his BSc in Agricultural Sciences from the University of Nottingham, followed by a PhD in plant biochemistry from King's College, London and post-doctoral research in the Department of Plant Sciences, University of Cambridge. He is currently Institute Strategic Programme Leader and Associate Director at Rothamsted



Research. Napier is also an Affiliated Lecturer at the University of Cambridge and Visiting Professor at the University of Nottingham. He is currently running the only GM field trial in the UK, evaluating the performance of metabolically engineered oilseeds to accumulate omega-3 fish oils.

#### **Elana Natker, MS, RD**

Elana Natker, MS, RD, is a nationally recognized food and nutrition expert and spokesperson with two decades of communications experience. She began her professional career as an on-camera spokesperson which then led to a career in public relations, working for major agencies in Chicago, Denver and Washington, D.C. Natker then earned her master's degree in nutrition and became a registered dietitian. Her skills are in nutrition strategy, writing, relationship-building, and education, specializing in the areas of food, nutrition, health and wellness. Natker assisted in coordinating GOED's network of RD (registered dietitian) Ambassadors.



#### **Scott Nichols**

Scott Nichols is the founder of Food's Future, a consultancy whose mission is to expand responsible aquaculture. He sees aquaculture as the route to a hopeful food future, one with a plentitude of the most nutritious and delicious thing we can eat—seafood. Previously, Nichols was co-founder, managing director and member of the board of directors of Verlasso Harmoniously Raised Fish. There, he led Verlasso to become the first ocean-raised salmon to receive a buy ranking from the Monterey Bay Aquarium's Seafood Watch program, which recognizes environmentally responsible farming practices.



#### **David Pinedo Ereno**

David Pineda has over 14 years of experience providing strategic and regulatory advice to companies, trade associations and government bodies in the food, nutrition and health arena at national, regional and international level in Asia, Europe, Latin America and the Caribbean and the United States. This also includes his expertise in regulatory harmonisation processes in international organisations such as the Codex Alimentarius Commission, in the notification processes of regulations to the World Trade Organisation and in the development of international policies on health and nutrition such as the World Health





Organisation and the Panamerican Health Organisation.

#### **Harry B. Rice, PhD**

Harry B. Rice is the vice-president of regulatory and scientific affairs for the Global Organization for EPA and DHA Omega-3s (GOED) and the past vice-president of the United Natural Products Alliance (UNPA). For 15 years, he has worked in the ingredient, dietary supplement, functional food and consumer packaged goods industries. His responsibilities for GOED include monitoring and reporting on regulatory issues, developing written comments and oral



testimony to domestic and international government bodies to advance industry positions on critical health issues, and providing scientific analysis of the growing body of scientific literature. Previously, Rice worked at Cargill, Inc. in the development and execution of global regulatory and scientific strategies for a wide range of functional ingredients.

#### **Sylvia Rowe, MA**

Sylvia Rowe is currently president of SR Strategy, which addresses the science to communications to policy continuum on a broad range of global health, nutrition, food safety and risk issues. She is also an Adjunct Professor at the University

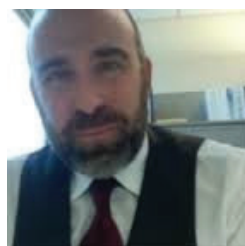


of Massachusetts Amherst and Tufts Friedman School of Nutrition Science and Policy. Rowe is also Chair of the Health and Medicine Division (IOM) Food Forum, a member of the Health and Medicine Division (IOM) Obesity Roundtable, and served on the National Academies' Science of Science

Communications: A Research Agenda Committee. Previously Rowe served as president and chief executive officer of the International Food Information Council (IFIC).

#### **John Paul SanGiovanni, PhD**

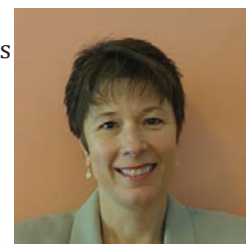
Dr. John Paul SanGiovanni serves in the Section on Nutritional Neurosciences in the Laboratory of Membrane Biophysics and Biochemistry at NIAAA. He is Associate Professor (Adjunct) in the Department of Biochemistry and Molecular & Cellular Biology at the Georgetown Medical School. He trained as a scholar and researcher in neuroscience, visual psychophysics, nutritional biochemistry, biostatistics, and epidemiologic research design at Harvard University, Brandeis University, and Boston College. At present SanGiovanni is applying an integrative omics approach to the study of conditionally essential brain-resident nutrients in their capacity to



affect brain and retinal cellular signaling systems – systems known to act in atrophic and neovascular retinal diseases, substance use disorders, and schizophrenia.

#### **Ellen Schutt**

Ellen Schutt is the Vice President of Communications and Education for GOED, the Global Organization for EPA and DHA Omega-3s. Schutt coordinates GOED's communications strategy and industry and consumer outreach. She is responsible for GOED's content offerings, including publishing a weekly newsletter, developing video interviews and facilitating member roundtable discussions. She is also project manager for several GOED committees and oversees media interactions. Schutt was instrumental in organizing a successful consumer education campaign in 2015 and is currently working on building a healthcare professional outreach plan.



#### **Kevin Tipton, PhD**

Kevin Tipton is a Professor of Sport, Health and Exercise Sciences and leads the Physiology, Exercise and Nutrition Research Group at the University of Stirling in Scotland. His research focuses on exercise, nutrition and muscle metabolism with emphasis on protein nutrition and metabolism in athletes, healthy volunteers and clinical populations. His interest in exercise science and nutrition extends to the application of the science of nutrition to athletic populations, including the military. He served on the USA National Academy of Sciences, Institute of Medicine, Committee for Military Nutrition Research. He has helped develop sports nutrition consensus statements for the IOC, FIFA, FINA and IAAF and has served on the UK Sport Nutritional Supplements Advisory Board.



#### **Aaron Weast, MS**

Aaron Weast has a BS and MS in Mechanical Engineering from Santa Clara and Stanford University respectively. He began his professional work in telepresence robotics for underwater exploration, starting with NASA's robotic systems before creating his own. He later joined Hewlett-Packard, developing optical sensor technologies for printing applications, creating numerous patents along the way. In 2006, Weast joined Nike's consumer electronics teams, and is currently the Director of Innovation Engineering in Nike's footwear innovation group.



## Conference Sponsors

### PLATINUM SPONSORS



**BASF** is the pioneer in omega-3, with its foundations in Norway in 1838, through its acquisition of Pronova. BASF is a world leader in high-concentrate omega-3 fatty acids for pharmaceuticals, and has leading positions in the dietary supplements and clinical nutrition categories. Its leadership is built on a) Global customer reach, b) R&D capabilities for lipids, omega-3 derivatives and development of omega-3 fatty acid formulations, and c) unrivalled worldwide safety and efficacy data. Moreover, BASF's offer includes high quality Omega-3 powders for food and infant nutrition applications. BASF Omega-3 Verbund operates FDA-approved production facilities in Norway and Scotland and the headquarters in Oslo, Norway, as well as production plants in Ballerup, Denmark and Illertissen, Germany.



**Royal DSM** is a global science-based company active in health, nutrition and materials. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other nutritional solutions for the food and beverage, dietary supplements and early-life and clinical nutrition markets. With a product portfolio that includes market leading products life'sDHA and MEG-3, DSM is also the global leader in providing nutritional lipid solutions.



**Golden Omega** is a Chilean company focused on producing high quality Omega-3 concentrates up to 85% of EPA and DHA. Our facility is located adjacent to the largest biomass of omega-3 rich anchovy in the world. Our value proposition relies on the development and implementation of technology innovations in the world of omega 3 fatty acids. In order to deliver this strategic vision, we have a team of scientists and engineers with exclusive dedication to research and development, state-of-the-art laboratories and pilot plant. Our production technologies represent a new generation of purification and concentration of omega 3 fish oil. This is demonstrated by our development and utilization of three international patents. This dedication to innovation is what allows Golden Omega's customers to "Experience the Difference."

### GOLD SPONSORS



**Organic Technologies** is the producer of MSC-certified AlaskOmega® fish oil products, including omega-3 concentrates, natural fish oils, and newly introduced 50% and 70% omega-7 concentrates. We start with wild-caught Alaska Pollock oil from the cold, pure waters of Alaska's Bering Sea, which is further refined and concentrated in our family owned and operated NSF-certified GMP facility in Coshocton, Ohio.

AlaskOmega® omega-3 concentrates are available up to 85% total Omega-3 (EE and TG), and lead the market in freshness. The company has reduced the Total Oxidation (TOTOX) limit for all their omega-3 concentrates to 5, more



than a 5-fold reduction from the GOED industry standard of 26, with actual AlaskOmega® TOTOX values typically ranging between 0-3.

# Catalent®

## CONSUMER HEALTH

**Catalent** is a global leader in innovative oral and topical softgel technologies for the consumer health and beauty markets. With over 80 years of experience in softgel formulation development, 13 global manufacturing sites, as well as a library of proactively developed products, Catalent has served a wide range of consumers. With consumer-preferred dose formats and advanced formulation expertise, Catalent can help differentiate and grow brands, and get products to market faster with a variety of unique, innovative technologies, and highly-versatile dose forms.



**Epax®** omega-3, part of the the Pelagia Group, is a leading industry brand of concentrated condition-specific marine omega-3 fatty acids. Epax omega-3 formulas are highly purified and sourced from human-grade, sustainable and traceable raw materials.



## KD Pharma Group™

The Omega-3 Solutions Experts



KD Pharma™



Marine Ingredients™



InnovaGel™

For over 30 years, **Marine Ingredients** has been a leader in the US omega-3 fish oil market. This experience translates to invaluable confidence and reliability in every custom-crafted

product we produce. Now, as part of the KD Pharma Group, we have created the world's third-largest Omega-3 fish oil supply chain. The technical innovations of KD Pharma Group allow for product customizations and concentrations of omega-3 that will help shape future omega-3-based products.

## nutrasource

Pharmaceutical and Nutraceutical Services

**Nutrasource** is a full-service contract research organization and your source for robust strategic product development, expert regulatory consultation, comprehensive clinical trials execution and analytical and bioanalytical testing. Nutrasource guides global companies in bringing their pharmaceutical, nutraceutical, food and beverage products to U.S. and Canadian market. Nutrasource is the creator and exclusive provider of the IFOS™ (International Fish Oil Standards Program), which offers third-party testing and certification solely for fish oils. IFOS™ allows companies to showcase their high quality, premium products and provide consumers with an easy, transparent way to compare fish oil products before they buy.

### SILVER SPONSORS



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creating healthy buzz

With over 100 years of combined industry experience, **BrandHive** generates buzz for brands that promote natural, healthy living. A full-service marketing agency, BrandHive is a pioneer in branding new categories, developing cutting-edge positioning and introducing new technologies.



**Neptune** is a Nutrition Products Company that offers customized turnkey solutions, specialty ingredients and a

consumer brand. Neptune offers a variety of marine oils, seed oils and specialty ingredients such as Neptune Krill Oil and Maxsimil that are available in bulk. The company also develops product concepts in close collaboration with branded marketers that can be materialized in softgels, capsules, liquids, powders and more.



**Pace Analytical** is a proud GOED member and performs omega-3 testing to help ensure that omega-3 oils reaching consumers are both safe and of the highest quality. Pace of-

fers a program specifically designed to support compliance testing for omega-3 fatty acids and follows the strictest quality and purity standards from regulations around the world. In addition to supporting the GOED Voluntary Monograph, the Pace Omega-3 Program supports omega-3 monographs from: The Council for Responsible Nutrition (CRN), World Health Organization (WHO), United States Pharmacopeia (USP), European Pharmacopeia (EP), and California's Prop 65. The Pace Omega-3 Program helps ensure the safety and quality of omega-3 oils consumed worldwide.



**POS Bio-Sciences** is a contract R&D and toll processing organization, specializing in the extraction, fractionation,



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Here at **Trident**, catching fish isn't just our business. It's our livelihood. What started in 1973 as one man with a boat and a vision is now a world-class, vertically integrated company with a strong global presence. Our wild salmon and pollock are caught by independent fishermen in Alaska to deliver



the purest, freshest, and best-tasting seafood you will ever buy. One of the first to extract 100% food-grade natural Triglyceride (nTG) oils, Trident partners to deliver edible oils in softgel form and further refined highly concentrated omega-3 fatty acid oils.

Fishing is in our past, our present and our future. Working hard to champion the food of the future and inspire the world to eat more fish – from sea to supplement.



### PACE ANALYTICAL OMEGA-3 COMPLIANCE TESTING PROGRAM

Pace Analytical Performs Omega-3 Testing To Help Ensure That Omega-3 Oils Reaching Consumers Are Both Safe And Of The Highest Quality.

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[www.pacelabs.com/environmental-services.html](http://www.pacelabs.com/environmental-services.html)

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100% NATURAL  
**Omega-3**  
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COLD PRESSED • EXTRA VIRGIN  
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## BRONZE SPONSORS



**Amin Talati** is a law firm that focuses on the lifecycle of food, beverage, dietary supplement, cosmetic and drug products. We work on FDA, USDA, FTC/Advertising, Patent, Trademark, Unfair Competition, Class Action, Prop 65 and Breach of Contract protection and dispute matters.

The firm generally provides quotes for its work including for ingredient and labeling/website compliance reviews, trademarks and patent protection/freedom-to-operate. Amin Talati's goal is to produce excellent results for its clients to promote long-term relationships.



**ANIMALFEEDS** is proud to introduce AntarcticOmega, an innovative selection of Friendly Purified Fish oils from the Southernmost natural waters in the world. The oils are manufactured under a license agreement by Industrial Maule Ltda., a fish oil refinery established in 2005 in Coronel, Chile that has just completed the construction of a state-of-the-art plant offering the most updated technology of physical refining and vacuum-steam deodorization. AntarcticOmega's line of products include Marine Omega-3 RDB Fishoil and Marine Omega-3 RD Fishoil manufactured with selected raw materials from IFFO-Responsible Supply certified fisheries from our neighboring fishing grounds at the Southwest Pacific, an area of pristine waters and nutrient-rich ocean currents carried from the sub-Antarctic basin. Pacific anchovy oil, South Pacific sardine oil, Pacific tuna oil and Patagonia salmon oil are available as 100% Pure concentrations or customized formulations by specific EPA-DHA profiles, antioxidant and vitamin requirements.



**Solutex** is a leading global supplier of unique, premium omega-3 concentrates. The most advanced combination of technologies in the industry allows us to satisfy demanding specifications, tailor products to specific needs and offer unique solutions to create differentiation in the marketplace.



**Stepan Lipid Nutrition** offers food, beverage and dietary supplement manufacturers the opportunity to add value – and nutritional enhancements – to multiple consumer products. Stepan branded specialty nutritional oils and powders are proven to promote and maintain health and well-being and its portfolio of branded ingredients are naturally derived, scientifically studied, and carefully sourced. All Stepan raw ingredients suppliers are audited regularly, ensuring consistency and purity. Their controlled supply chain and quality control monitoring program certifies that all suppliers meet the ultimate compliance standards. Stepan's broad range of omega-3 offerings are sustainably sourced and undergo a gentle, proprietary multiple purification process to insure they remain in the most bioavailable form of natural triglycerides. Marinol omega-3s provide emulsification properties, enabling ease of formulation for customers' needs. Applications include beverages, nutritional products, sports nutrition products, baked goods and bars.

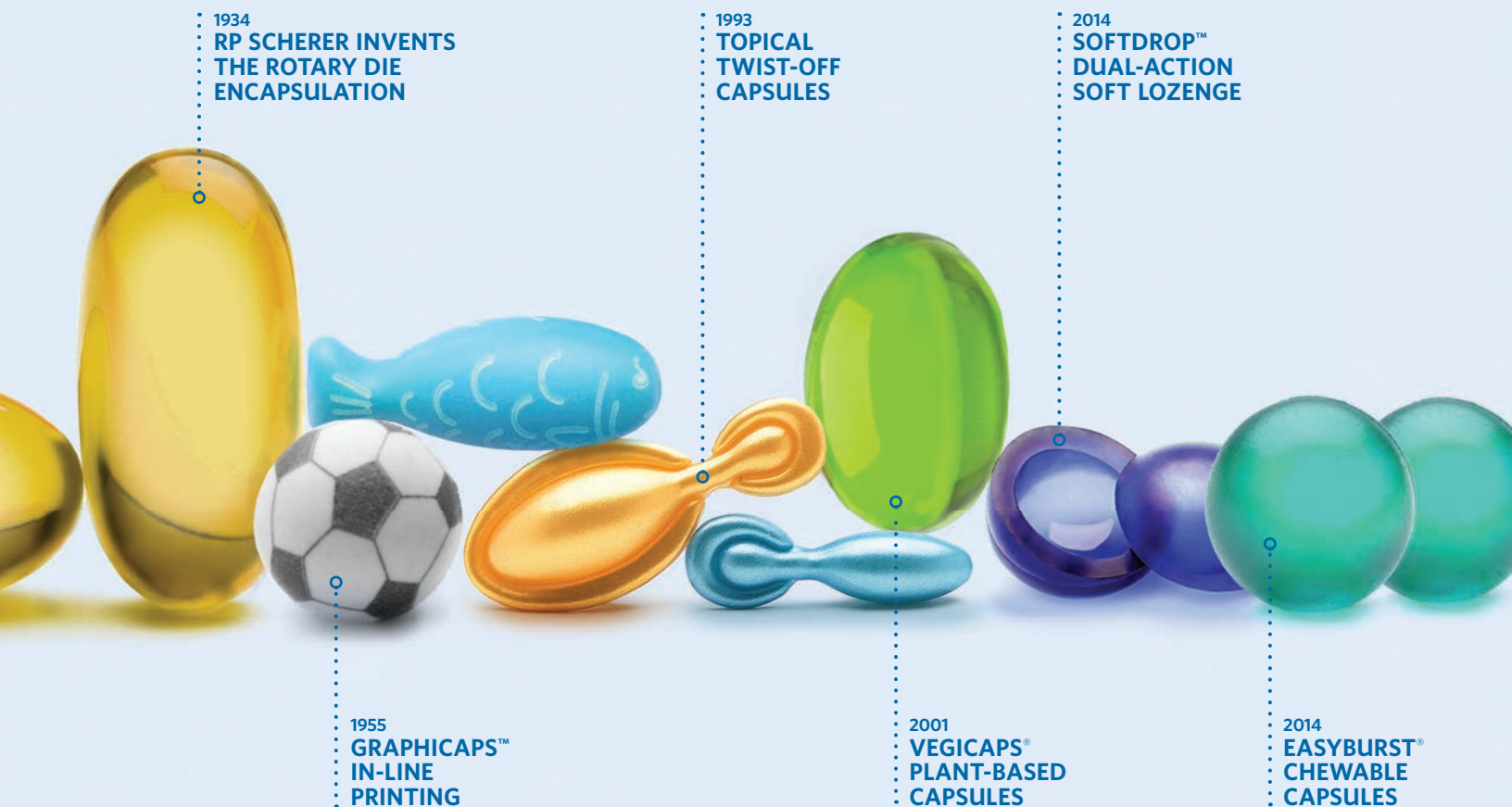
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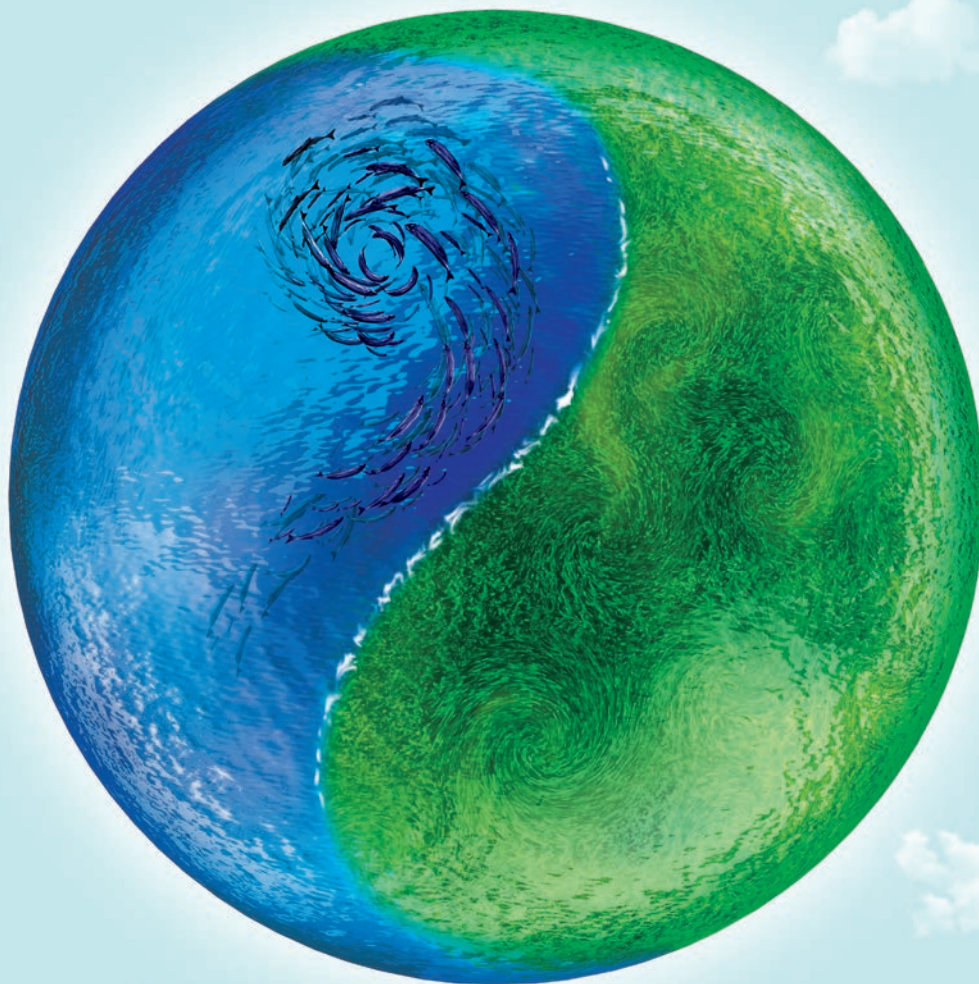
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unique and innovative vegetarian equivalent to fish oil, and MEG-3, the most trusted source of EPA and DHA from fish oil. Ideal for beverages, supplement and infant nutrition applications, DSM's omega-3 solutions help its customers market products that support brain, eye and cardiovascular health across different life stages to consumers around the globe.



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