Dear GOED Exchange Attendees,

Welcome to Salt Lake City and the GOED Exchange! We have returned to GOED’s home city for our third Exchange. We hope you are able to take advantage of “the best snow on earth!”

The purpose of the Exchange from the very first event was to provide content that was useful to people who are already in the omega-3 space. Since GOED’s mission is to bring global consumption of EPA and DHA up to adequate levels, this means we also have to help foster and challenge the industry’s understanding of complex topics.

We worked to develop the agenda for this conference around key issues that we felt could affect the supply and demand for omega-3s. Most of the speakers at the GOED Exchange are not on the agenda of typical omega-3 conferences because many of the issues facing the industry, like developing better innovation programs, managing intellectual property, and responding to crises, are not relevant only to omega-3s. At the same time, there are issues specific to our industry that are important to understand at a deeper level, so we still have a few familiar faces on the stage.

To make the most of your participation at the Exchange, I encourage everyone to engage the speakers and think critically about what they are saying. This is about an exchange of ideas and hopefully they will learn as much from us as we will from them. Additionally, make the most of the diverse group of attendees we have with us this year. We have a beautiful executive lounge, a host of networking opportunities and a robust conference app with attendee photos and contact info to make it easy to have those peer conversations that we know are so important.

Lastly, please let any of the GOED team members know if you need any help during the event or have any ideas how to improve it going forward. Thanks!

Adam Ismail
EXECUTIVE DIRECTOR

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The Gateway to the Source.

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Tuesday, February 4

1:00-1:30 PM: Welcome and opening remarks
Adam Ismail, Executive Director, GOED

1:30-2:30 PM: Opening Keynote: An Underwater Adventure
Moderator: Bjorn Rene, Golden Omega

Take a tour of the ocean and the marine ecosystem through the eyes of prominent marine biologist and President of Ocean Doctor, David Guggenheim. This multimedia presentation will provide an unprecedented look at the underwater world so important to omega-3s.

David E. Guggenheim, President, Ocean Doctor

4:00-5:00 PM: State of the Science
Moderator: Will Rowe, Nutrource

Three members of the GOED Scientific Committee will explore the current state of the science around omega-3s, its evolution and where the research gaps exist. The presentations will include an overview of the advances that have been made in our scientific understanding around heart health, brain health and inflammation.

Joint presentation by Harry B. Rice, Rob Winwood and Atle Skattebol

WEDNESDAY, FEBRUARY 5

7:30-8:30 Continental Breakfast for all attendees
8:30-9:30 AM: Omega-3s and Sustainability
Moderator: Michael Kuehnel, Eurofins

Sustainability continues to be one of the most important buzzwords in the industry, and among consumers when they make decisions on omega-3s. This session brings together diverse viewpoints on how best to handle the sustainability challenge.

Patricia Majluf - Sustainability and the Peruvian Fishery: Patricia Majluf is a marine biologist and the former Vice Minister of Fisheries at the Ministry of Production. She has strong opinions about how to ensure the Peruvian anchovy fishery remains sustainable and the role of the omega-3 industry in this important discussion. She’ll share the inside story about developments in Peru and what needs to be done to ensure the fishery’s contribution to national well-being, nutrition and food security.

Andy Sharpless - Setting Up the Oceans for Sustainable Abundance: Andy Sharpless is CEO of Oceana, the largest international organization focused solely on ocean conservation, and the author of The Perfect Protein, which explains how to “save the oceans and feed the world.” Sharpless will share how we can practically restore the ocean’s abundance by rebuilding some of the world’s biggest fisheries if we focus on just 10 countries that are responsible for managing two thirds of the world’s wild fish catch.

Moderator: Todd Norton, Aker Biomarine

10:30-11:00 AM: Coffee break

11:00 AM-12:00 PM: Omega-3 Successes and Failures: Case Studies
Moderator: Todd Norton, Aker Biomarine

Listen to two executives “in the trenches” working with omega-3 finished products share their successes, and failures, as they built omega-3 fortified food and supplement businesses.

Goeran Walther - Fiber One and the General Mills Experience: General Mills is one of the largest multinational food companies in the world and has researched a number of omega-3 functional food products including RTE (ready-to-eat) breakfast cereals. This session will focus on what GM has learned from developing and implementing advanced technology to enable the addition of omega-3 in breakfast cereal products while maintaining great taste.

Paul Gama - How MegRed Changed the Omega-3 Supplement Market: The launch of Schiff’s Megared krill product disrupted the omega-3 supplement space and became the single largest selling dietary supplement in the U.S. Paul Gama from Schiff parent Reckitt-Benckiser will tell the story of how the product became successful and what the company learned that helps it continue to grow more than 40% per year today.

Monday, February 3

1:00-2:30 PM: Omega-3s and Public Health
Moderator: Michael Crawford, Imperial College, London

The area of public health is a fascinating one as it relates to omega-3s, particularly in the area of maternal and children’s health. This panel includes a discussion of the U.S. Seafood Advisory for pregnant and nursing mothers, the public health impact of low maternal and infant intakes of DHA and how public education can play a role in changing dietary behaviors.

Joe Hillebrand - Changing Maternal Seafood Guidelines in the US: The FDA and EPA led a multi-departmental effort throughout the US government to revise seafood guidance for pregnant and nursing women. This talk will go through the process of reviewing entrenched guidance and the public health factors considered in the process.

Rachel Gow - The Role of Omega-3 Fats During Neurodevelopment and Potential Impact on Public Health: Deficits in several nutrients crucial for optimal brain development, particularly omega-3 fatty acids, may increase risk for adverse neurodevelopmental...
trajectory outcomes. Nutritional insufficiencies of omega-3s may play a role in attention deficit hyperactivity disorder (ADHD) and non-diagnostic attentional symptoms, aggressive and delinquent behaviors characteristic of conduct disorder, and mood symptoms including depressive disorders. Gow will discuss the evidence behind these connections and the implications for public health.

Alex Richardson - The Importance Of Education in Influencing Public Health: Food and Behaviour Research (FAB) focuses on public education efforts as a method for improving public health. FAB founder director Alex Richardson will talk about what they have learned as it relates to omega-3s and convincing families to change their diet. He will also discuss their findings on the role of omega-3 fatty acids in health and disease. For some years, she has advocated for public health policy changes based on this research. She is goal oriented and never allows herself to get frustrated because at the end the truth always wins. It is just as Aristotle said, “The search for truth is in one way hard and in another way easy, for it is evident that no one can master it fully or miss it wholly. But each adds a little to our knowledge of nature, and from all the facts assembled there arises a certain grandeur.”

4:30-5:00 PM: Special Session—Omega-3s and Prostate Cancer Risk: A Session with Theodore Brasky, First Author of the Prostate Cancer Study
Moderator: Harry Rice, GOED
Last summer the study “Plasma phospholipid fatty acids and prostate cancer risk in the SELECT trial,” linking omega-3s to an increased risk of prostate cancer, made news around the world. Dr. Theodore Brasky, first author on the study and a cancer epidemiologist at The Ohio State University College of Medicine, has agreed to discuss with the GOED Exchange audience his findings and interpretation of the research as well as address some criticism that the study has garnered.

6:00-10:00 PM: Gala Awards Dinner
Dinner Sponsor and Moderator: Gerritjan de Koning, DSM
GOED will present a special award at the GOED Exchange Awards Dinner and will also host a focus group of local doctors who will share their thoughts on recommending omega-3s to patients.

The GALA DINNER on Wednesday night takes place at The Depot, which is a few blocks away from the Grand America. We have arranged for shuttle buses to take attendees to and from the event. Please plan to meet at the 600 South Porte Cochere entrance in the back of the hotel beginning at 5:45. The buses will make several trips to accommodate all attendees.

Artemis P. Simopoulos - Early History: Turning Science into Policy: Dr. Artemis Simopoulos has been one of the foremost pioneers of scientific research about the role of omega-3 fatty acids in health and disease. For many years, she has advocated for public health policy changes based on this research. She is goal oriented and never allows herself to get frustrated because at the end the truth always wins. It is just as Aristotle said, “The search for truth is in one way hard and in another way easy, for it is evident that no one can master it fully or miss it wholly. But each adds a little to our knowledge of nature, and from all the facts assembled there arises a certain grandeur.”

The GOED Exchange Awards Dinner and will also host a focus group of local doctors who will share their thoughts on recommending omega-3s to patients.
advise attendees of how to navigate this often challenging terrain.

**George Carrera** - How Omega-3 Companies can Utilize Patent Statistics and Mappers for Competitive Intelligence. The patents and the landscape for omega-3s is broad in scope and challenging to monitor. George Carrera from Amin Talati will detail the types of patent mapping available, pros and cons, and provide an example of how companies can use a patent map to better understand their competitive position in the segment.

**David Tener** - Beyond the Landscape: IP Awareness: Intellectual property expert David Tener will dig in deeper — and share results from a survey of attendees — to explain industry awareness of specific IP issues in the omega-3 space. In a market where new technologies are constantly being introduced, Tener will talk about how to protect your patent portfolio, keep on top of what patents govern the space and judge how your company should react in this competitive landscape.

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**Greg Stephens** - Omega-3s and Medical Foods: The Unrealized Potential: The medical foods market has rocketed to become a multi-billion business but not one with the high profile glamour of the pharmaceutical industry. Yet this business segment is quietly becoming a contender in the omega-3 business of the future. Greg Stephens will profile recent developments in this sector and show where omega-3s can play a role in defining the market of tomorrow.

**Adam Ismail** - The Frontier of Omega-3 Sources: As the omega-3 industry grows and expands, the need for more and different raw material sources has become apparent and GOED has been tracking the development of unique new marine and other sources over the past seven years. Adam Ismail will provide an update on the latest developments, commercialization possibilities on the horizon and a look at the unique value propositions from each source.

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**Superba™ Krill** is an excellent, pure source of marine omega-3 fatty acids that provides unique health benefits. The omega-3s EPA & DHA from krill are attached to phospholipids, which are important building blocks for healthy cell membranes. Superba™ Krill is also extremely tolerable and easily digested.

**Superba™ Krill** is a high-quality omega-3 ingredient that has earned the prestigious Marine Stewardship Council (MSC) certification for its eco-friendly harvesting and 100% traceability.

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**GOED Exchange 2014**
SPONSORED WORKSHOPS

On Tuesday morning prior to the official start of the conference, there are two sponsored workshops taking place. These are open to all attendees and are offered free of charge. They are located in the Envoy Room (on the first floor near the Imperial Ballroom).

10:00 A.M.-11:00 A.M.
“Certifying Marine Ingredients: Why It’s Important to Your Business”
Dr. Andrew Jackson, Technical Director, IFFO

Manufacturers throughout the supply chain — including refined oil suppliers and supplement manufacturers — can benefit from being part of a certified supply chain, providing customers with transparency and confidence in the products they are buying. This workshop will discuss the different factors to consider when choosing a standard to cover fish oil. Participants will learn of the different elements of the IFFO Responsible Supply standard (IFFO rS) and its associated Chain of Custody, what claims can be made, and equally important, what claims cannot be made, as well as the benefits to companies throughout the supply chain.

11:00 A.M.-12:00 P.M.
“Novel Approaches to Omega-3 Stability Testing”
Dr. Steve Li, MD, M.Sc. (Pharm), Manager of Laboratory Operations, NDI AdrL Inc. dba Diteba, a Nutrasource Diagnostics Inc. company

In the last decade, as omega-3s have grown to a multi-billion dollar industry worldwide and “new and improved” product formulations have been developed, analytical testing challenges have arisen, particularly with new flavor and color additives that can interfere with the most popular analytical procedure for determining secondary oxidation levels, the p-anisidine value test. In order to overcome these analytical challenges, a new alternative method for testing these products has been established. Dr. Li will provide details about the new test and its application in the omega-3 market segment.

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ADAM ISMAIL
Adam Ismail has served as GOED’s First Executive Director since March 2007. At GOED he has overseen the membership grow from 12 companies to over 170 today and worked on projects like overturning a ban on fish oil imports into Europe, establishing health claims for EPA and DHA in countries around the world and getting nutritional intake recommendations approved for these valuable fatty acids. Previously, he worked in business development for Cargill Health & Food Technologies, and was a senior consultant at Health Strategy Consulting and Health Business Partners.

DAViD GUGGEnHEIM
Dr. David E. Guggenheim is a marine scientist, conservation policy specialist, submarine pilot, ocean explorer and educator. He is president of the Washington, DC-based nonprofit organization, Ocean Doctor. Guggenheim directs Cuba Conservancy – an Ocean Doctor Program, and is his career leading research and conservation efforts in Cuba focused on coral reefs and sea turtles, a joint effort with the University of Havana. Guggenheim piloted the first manned submersible dive into the world’s largest underwater canyon in the Bering Sea as a scientific advisor to Greenpeace.

HA Ry B. RiCE
Harry B. Rice is the vice-president of regulatory and scientific affairs for the Global Organization for EPA and DHA Omega-3s (GOE3). He has worked in the ingredient, dietary supplement, functional food and consumer packaged goods industries for over ten years. Among his responsibilities for GOE3 are monitoring and reporting on regulatory issues and providing scientific analysis of the growing body of scientific literature. Rice earned an MS and PhD in Nutrition from The Pennsylvania State University and a BS in Dietetics from Miami University (Ohio).

ELLEN Schtt
Ellen Schutt, who joined GOED in 2011, has 15 years experience in the natural products industry. Schutt handles all of GOED’s member communications including newsletters, website management and social media. She is also coordinating GOED’s public relations and communications strategy for industry and consumer outreach. Schutt created Nutraceuticals World, a leading industry magazine, and is an expert on the natural products supply chain, manufacturing, channels, markets, ingredients and issues. She ran Schutt Solutions, a consulting business, and was a partner in LaunchNatural, which helped launch high growth natural product companies.

ATLE SKATTEBOL
Dr. Atle Skattebøl holds an MD degree as well as a PhD in pharmacology, both from the State University of New York at Buffalo. He has 17 years of experience working in the pharmaceutical industry, all at a managerial level, with companies including Bayer and MSD/Merck. In June of 2010 he joined Trygg Pharma as Chief Medical Officer. There he has been responsible for clinical development of candidate compounds as well as managing medical and scientific affairs.

HA rdy b. rIce
Harry B. Rice is the vice-president of regulatory and scientific affairs for the Global Organization for EPA and DHA Omega-3s (GOE3). He has worked in the ingredient, dietary supplement, functional food and consumer packaged goods industries for over ten years. Among his responsibilities for GOE3 are monitoring and reporting on regulatory issues and providing scientific analysis of the growing body of scientific literature. Rice earned an MS and PhD in Nutrition from The Pennsylvania State University and a BS in Dietetics from Miami University (Ohio).

ROB Winwood
Dr. Rob Winwood, scientific communications manager (EMEA) of DSM Nutritional Products, has held a series of senior technical and business development positions in various global food ingredients Companies including Martek Biosciences, Archer Daniels Midland, Kéclo International and Tunnel Avébe Starches. He is a specialist in lipid nutrition, hydrocolloids and macromolecular fermentation, Winwood is currently chair of the scientific committee of GOED.

ANDY SHARPNESS
Andrew Sharpless has led Oceana since 2003 as its Chief Executive Officer. Oceana, founded in late 2001, has since grown to be the largest international conservation organization fully dedicated to protecting the oceans. In May 2013, Sharpless co-authored the new book The Perfect Protein: The Fish Lover’s Guide to Saving the Oceans and Feeding the World, which includes a foreword by President Clinton and offers a new idea about how we can help feed the 9 billion people projected to live on earth by 2050 by saving the oceans and, in so doing, enabling a billion people to eat a healthy seafood meal each day. Sharpless holds degrees from Harvard Law School, the London School of Economics, and Harvard College.

KAthLeEn DunnIGaN
Kathleen Dunnigan, Staff Attorney, joined NAD in March 2008. Previously she worked for the Legal Aid Society’s Juvenile Rights Division defending children in both child welfare and juvenile delinquent proceedings. She was also a staff attorney at the Center for Appellate Litigation representing indigent defendants and a public policy advocate at the Center for HIV Law and Policy. Dunnigan graduated from S.U.N.Y. Maritime College with a degree in Engineering and as an officer in the United States Merchant Marines in 1993 and NYU Law School in 1999.
MICHAEL SMITH

Michael Smith is an international expert in complementary medicine and natural health products, with global experience in regulatory affairs and strategic development. Professionally educated as a pharmacist and a licensed naturopathic practitioner, Smith has worked in these sectors for more than 15 years. During his career he has held a number of senior regulatory positions including Head, Office of Complementary Medicines in the Therapeutic Goods Administration in Australia as well as the Director of the Bureau of the Partnerships, Outreach and International Affairs, Natural Health Products Directorate, Health Canada. In 2009, he was appointed to the World Health Organisation’s Expert Advisory Panel on Traditional Medicines, and is currently playing an active role in their development of a second Global Strategy for Traditional and Complementary Medicines.

GOERAN WALThER

Goeran Walther studied Food Technology and Food Chemistry at the Technical University Berlin, Germany, and received his PhD for his work on oil encapsulation using emulsification and cold-extrusion technology. He has five years of experience in fundamental research and teaching at the Technical University Berlin and eight years of experience in product and process research and development at General Mills Inc. Currently Goeran Walther works as senior scientist in the breakfast cereal division with a focus on developing new and innovative processes and products.

PAUL GAMA

Paul Gama, the Global Category Director, Vitamins, Minerals and Supplements at Reckitt-Benckiser, led the recent integration of RB’s $1.4 billion acquisition of Schiff Nutrition. He has been with RB since 2009, and previously held brand management and marketing roles at Novartis Consumer Health and Bayer Consumer Care. Gama has an MBA from the University of Rochester and a degree in Economics from McMaster University in Canada.

JOSEPH HIBBElN

CAPT Joseph R. Hibbeln, M.D. 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 as originating the field of omega-3 fatty acids in depression and impulsive disorders. His active contributions include being the Co-Pi of the BRAVO study, which is assessing efficacy of omega-3 fats in reducing risk of suicidal behaviors among U.S. veterans, and examining if nutrients essential to fundamental brain function can improve child neurodevelopment and reduce risk for aggression, addictive disorders and suicide. He is a board certified psychiatrist in psychiatry and serves as a Captain in the United States Public Health Service (USPHS).

DOUG BIBUS

Dr. Bibus has served as a research scientist at The University of Minnesota for more than 20 years and is considered an expert on omega-3 fatty acids. Dr. Bibus trained with Dr. Ralph T. Holman, whose academic lab invented the omega-3 terminology used today. Dr. Bibus’s research interests include the role of essential fatty acids in human and animal nutrition, the role of omega-3 fatty acids in attenuating the inflammatory response, the application of fatty acids in the treatment of disease and the impact of oxidative stress on performance animals and humans. Bibus also operates Lipid Technologies, LLC., an analytical and consulting group that focuses on fatty acid and lipid analysis and integration of lipids in medicine, biotech and food applications. Lipid Technologies, LLC also markets an omega 3 blood test. Bibus holds a Bachelor of Science degree from Mankato State University, a Master of Science degree in nutrition from the University of Minnesota, and a doctorate in nutritional biochemistry from the University of Minnesota.
the author of over 280 publications. degree in medicine from the university of Milan and is biochemical, functional and pathophysiological aspects and cardiovascular systems. He also worked on the with special attention to the n-3 fatty acid and nervous of research include dietary polyunsaturated fatty acids at the university of Milan from 2004-2009. Galli's areas supplements in addition to publishing over 350 scientific and has edited numerous books and journal sup-

Diet development. Simopoulos is the author of fatty acids in health and disease and in growth and importance of a balanced ratio of omega-6/omega-3 evolutionary aspects of diet and fatty acids; and the at the National Institutes of Health (NIH) was on the she is a physician and endocrinologist whose research univeristy and the Boston university School of Medicine, is the Founder and President of the Center for Genetics, Nutrition and Health, a non-profit educational organization in Washington, D.C. A graduate of Barnard College, Columbia University and the Boston University School of Medicine, she is a physician and endocrinologist whose research at the National Institutes of Health (NIH) was on the nutritional aspects of genetic and endocrine disorders; evolutionary aspects of diet and fatty acids; and the importance of a balanced ratio of omega-6/omega-3 fatty acids in health and disease and in growth and development. Simopoulos is the author of The Omega Diet and has edited numerous books and journal sup-

policies. of non-steroidal anti-inflammatory drugs (NSAIDs) and omega-3 fatty acids and cancer risk.

CLAUDIO GALLI
Claudio Galli, MD, was a Professor of Pharmacology in the School of Pharmacy at the University of Milan until he retired in 2010. He was also President of the School of Herbal Sciences and Technology at the University of Milan from 2004-2009. Galli’s areas of research include dietary polyunsaturated fatty acids with special attention to the n-3 fatty acid and nervous and cardiovascular systems. He also worked on the biochemical, functional and pathophysiological aspects from cell cultures to human studies. He received his degree in medicine from the University of Milan and is the author of over 280 publications.

ARTEMIS SIMOPOLOUS
Artemis P. Simopoulos, M.D. is the Founder and President of the Center for Genetics, Nutrition and Health, a non-profit educational organization in Washington, D.C. A graduate of Barnard College, Columbia University and the Boston University School of Medicine, she is a physician and endocrinologist whose research at the National Institutes of Health (NIH) was on the nutritional aspects of genetic and endocrine disorders; evolutionary aspects of diet and fatty acids; and the importance of a balanced ratio of omega-6/omega-3 fatty acids in health and disease and in growth and development. Simopoulos is the author of The Omega Diet and has edited numerous books and journal sup-

PETER SHANKMAN
Peter Shankman is currently the co-founder of Shankman/Horig, a global consultancy that empowers companies to better utilize their customer service to increase revenues and decrease marketing costs. He is best known for founding Help a Reporter Out (HARO) in 2008, which in under a year became the number one website for thousands of journalists on deadline to connect with experts and sources for their stories around the globe. Since 1995 Shankman has maintained his award-winning blog at shankman.com; he is also a book author and marketing pundit for several national and international news channels. A proud Boston University graduate, Shankman started his career at America Online as a Senior News Editor.

MICHAEL HELSER
Michael Helser is Associate Director of the General Mills Worldwide Innovation Network (G-WIN) Connected Innovation Team. For the past 6 years, Helser has led a variety of connected innovation initiatives, focused on global technology scouting, new product partnerships and the creation of tools and platforms to enable broader adoption of connected innovation within the General Mills R&D community. Prior to joining G-WIN, Helser led R&D for the General Mills Canadian business and he led the Health Strategy Team for the Bell Institute of Health and Nutrition. Helser has a Ph.D. in Food Chemistry from Cornell University and a B.S. in Biological Oceanography from the University of Washington.

GEORGE CARRERA
George M. Carrera, Jr. is a registered patent agent at Amin Talati. With over 12 years of experience in patent law both in-house pharma and at medium to large private firms, Carrera’s practice is primarily focused on intellectual property in the chemical and pharmaceutical arts. Currently, he is actively involved in the preparation and prosecution of U.S. and foreign patent applications in the chemical, pharmaceutical, nutritional, food science and allied arts. Carrera advises biotechnology, food, drug, medical device, and nutritional and dietary supplement companies regarding patentability, and assists clients to develop and maintain patent rights through the management and maintenance of patent portfolios.

DAVID TENER
David Tener is the managing partner of the law firm of Caesar, Riviere, Bernstein, Cohen & Pokotilow, Ltd., an intellectual property firm founded in 1926 and located in Philadelphia, Pa. His practice comprises all aspects of intellectual property law, including analyzing, procuring, challenging and enforcing patents, trademarks and copyrights. His patent practice encompasses a variety of technologies, particularly in the chemical, biotechnological, pharmaceutical and medical device arts. Tener is a registered patent attorney and admitted to the bars of Pennsylvania, Virginia and the District of Columbia. He received his J.D. from Villanova University School of Law, an M.A. in Chemistry from Temple University and a B.A. in Chemistry from La Salle University.

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**Greg Stephens**  
Greg Stephens is President of Windrose Partners, a strategic consulting firm specializing in the assessment, development, marketing and sales of value-added dietary supplements, medical foods and functional food products. His career includes a progressive series of senior management positions at Abbott Nutrition, Nurture, Inc. and the Natural Marketing Institute. Stephens' experience in omega-3s began in the early 1990’s with business and technology assessment responsibility for Abbott Nutrition’s omega-3 containing medical foods. Subsequently, he has conducted numerous omega-3 focused consumer insights studies and market assessments. Stephens received a Bachelor of Science degree in Human Nutrition from Georgia State University and Master’s of Science in Health Services Administration at Central Michigan University.

**Floyd “Ski” Chilton**  
Dr. Chilton is widely recognized for his work on the interaction between diet and variation in the human genome including the emerging area of personalized nutrition. Chilton is a Full Professor in the Department of Physiology/Pharmacology and Director of the Center for Botanical Lipids and Inflammatory Disease Prevention at Wake Forest Health Sciences, Harvard Medical Center, Johns Hopkins University School of Medicine and the University of Colorado School of Medicine. Chilton obtained his Ph.D. in Biochemistry from Wake Forest University and served as a Postdoctoral Fellow in Pharmacology at the University of Colorado. He has been Professor of Internal Medicine and Biochemistry at the Wake Forest University School of Medicine, as well as Assistant Professor of Internal Medicine at the Johns Hopkins School of Medicine.

**Michael Lewis**  
Dr. Lewis is a world-renowned expert on brain health and the use of omega-3 fatty acids for the prevention, management, and rehabilitation of concussions and traumatic brain injury (TBI). His pioneering work has helped thousands of people around the world and he is featured regularly in the media including CNN’s Sanjay Gupta MD show and numerous radio shows. At the end of 2011, Lewis retired as a colonel after a distinguished 31-year career in the U.S. Army. He is a graduate of the U.S. Military Academy, West Point, and Tulane University School of Medicine in New Orleans. Lewis is board-certified in Preventive Medicine and Public Health and is a Fellow of the American College of Preventive Medicine.

**Alexander**  
Dominik Alexander has extensive experience in health research methodology, particularly in the conceptualization, design, analysis, and interpretation of epidemiologic studies. Alexander has published on a diverse range of topics and types of studies, including original epidemiologic research, qualitative reviews, and quantitative meta-analyses and has conducted numerous "state of the art" reviews and weight-of-evidence assessments on complex medical and scientific issues. Alexander is currently editing a textbook on Nutritional Epidemiology. He is a graduate of the University of Alabama at Birmingham (UAB) where he was awarded a National Cancer Institute Fellowship for Cancer Prevention and Control.

**John Weber**  
John Weber is one of the nation’s most sought-after crisis managers. During his 25-year career, he has guided literally hundreds of clients through “bet-the-company” challenges, ranging from product recalls, consumer boycotts and plant disasters to Attorneys General investigations, congressional hearings, and mass torts litigation. Weber has worked extensively on food-safety, nutrition and sweetener issues, and his clients have included several of the world’s leading food, beverage and ingredient manufacturers. Today Weber is president of Dezenhall Resources, a Washington-based crisis management firm. He is author of the book Damage Control and received an undergraduate degree in political science from Southern Methodist University and a master’s degree in journalism from the University of Maryland.

**Shel Holtz**  
Shel Holtz, ABC, is principal of Holtz Communication + Technology, which consults with organizations on digital and social media, as well as crisis communication, employee communications and a range of other organizational communication issues. Holtz brings more than 35 years of experience to his client engagements, including 20 years in the corporate world. He co-hosts the longest-running and oldest communications-focused podcast, “For Immediate Release,” and is a prolific blogger.
BASF The acquisition of Pronova BioPharma in January 2013, of Equateq — today BASF Pharma (Callanish) — in May 2012 and of Cognis in December 2010 has made BASF a global market leader for omega-3 fatty acids. The newly created portfolio now covers the full range from low to medium to high-concentrate omega-3 fatty acids — for pharmaceuticals, dietary supplements and clinical nutrition. Besides its broad portfolio, BASF offers global customer reach, solid know-how and scientific expertise in the production of omega-3 fatty acids. The Omega-3 Verbund has four production facilities in Norway, Denmark and Scotland and the headquarters in Lilleaker (Oslo), Norway.

Golden Omega is a Chilean Company focused on producing high quality Omega-3 concentrates up to 85% of EPA and DHA obtained from fish oil. The State of the A production installations are located in Northern Chile close to Corporación Pesca S.A.’s fish oil plants. Corporación Pesca is the principal fishing company in Chile and one of the most important worldwide and is also one of the proprietors of Golden Omega. This guarantees an assured supply of the best fish oil available worldwide as to freshness and quality.

DSM Nutritional Products is one of the world’s leading suppliers of vitamins, carotenoids and other ingredients to the feed, food, pharmaceutical and personal care industries. The business has sales of more than €3 billion and a long tradition of innovation that benefits people, planet and profit. A fully integrated global player, our business is organized into three market-facing businesses: Animal nutrition & health, Human nutrition & health and Personal care.

Natural Oils is a Chilean company focused on the production, marketing and exportation of different kinds of oil to the Food, Cosmetics and Nutraceuticals industries, with over 20 years of experience. Located in Chile, a country known for its pristine nature, Natural Oils had explored successfully the development of a complete line of vegetable and marine oils rich in omega 3 to improve the human nutrition through different formats and alternatives. The natural wealth of the country, primarily its long seashore, has been a key element in the development of products of the highest quality and one of the biggest advantages in developing marine specialty oils.

Catalent Catalyst + Talent. Our name combines these ideas. Catalent is the global leader in development solutions and advanced drug delivery technologies, providing world-wide clinical and commercial supply capabilities for drugs, biologics and consumer health products. With over 75 years serving the industry, we have proven expertise in bringing more customer products to market faster, enhancing product performance or distillation is required. In addition, Superba™ Krill is the ONLY krill brand certified by the Marine Stewardship Council (MSC) as being sustainable and 100% traceable from sea to shelf.
and ensuring reliable product supply. Our team of over 1,000 talented scientists has supported more than half of innovative drug and biologic approvals since 2004, and we have more than 450 active development programs for new customer products. Our significant intellectual property includes over 1,400 patents and patent applications.

**CRODA**

**CRODA** As a world leader in nutritional lipid concentrate technology, CRODA provides high purity omega 3 ingredients to help both restore and maintain your health and wellbeing. Manufactured using PureMax™, CRODA’s advanced purification and concentration technology, the process selectively concentrates the key fatty acid actives, while removing impurities. CRODA’s Incromega™ lipid concentrates provide high levels of EPA and DHA, enabling you to target specific consumer needs. The advantages that Incromega concentrates can offer are:

- High purity concentrated EPA and DHA ingredients
- Potent solutions, for delivery in consumer-friendly applications
- 100% quality testing on every batch
- Responsibly sourced and supplied fish oils, sourced from accredited suppliers

**Nutrasource Diagnostics Inc.** has been committed to bettering the omega-3 industry through novel scientific approaches for over a decade.

**Services include:**
- Product testing
- Regulatory, R&D & clinical trials services
- Omega-3 blood tests
- International Fish Oil Standards™ & International Krill Oil Standards™ Programs

**Leading innovation in omega-3 science & testing since 2002**

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**EPAX**

**EPAX** Epax is a world leading B2B brand of highly concentrated, marine-derived EPA/DHA Omega-3 oils to the global dietary supplement and intermediates industries. Top-quality, science-based formulas with different EPA/DHA ratios and concentrations target specific health conditions such as cardiovascular, cognitive, joint, pre- and postnatal, eye health and healthy inflammation response. The Epax products are available as TG, EE and TGN, which has an extra deodorization step. The company production facilities are GMP and FDA approved, operate under a HACCP system and are ISO 14001 certified. Epax was recently acquired by FMC Corporation, a leading diversified chemical company serving agricultural, industrial, environmental, and consumer markets globally for more than a century with innovative solutions, applications and quality products.

**Marine Ingredients™**

**Marine Ingredients™** We produce high quality omega-3 capsules and bottled liquids for leading brand marketers globally. We provide superior tasting, odorless omega-3 fish oils, which are backed by our commitment to independent testing and strong customer support. Every batch is tested for more than 450 contaminants by third party analytical laboratories. NSF certified, GOED and Prop 65 compliant.

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**NUTTEGRITY** Nutegrity brings together the expertise of Cyvex Nutrition (botanicals and fish oils), Wisconsin Specialty Protein (dairy ingredients) and InCon Processing (molecular distillation), all subsidiaries of Omega Protein Corporation, to meet the evolving needs of today’s health-conscious consumer. Nutegrity’s mission is to provide pure, sustainable human nutrition products that support healthy living including a wide range of marine-based omega-3s/EFAs, dairy and plant protein products, specialty dairy ingredients, and botanically sourced ingredients. By using a vertically integrated supply chain to control purity from source to finished product, Nutegrity is able to consistently produce the purest ingredients, ranging from simply natural to USDA certified organic. Nutegrity operates with an unwavering commitment to sustainability, striving to be a responsible steward of natural resources at every level of operation by minimizing waste where possible and supporting local economies from our U.S. based operations.

**Organic Technologies/AlaskOmega**

**Organic Technologies/AlaskOmega** Organic Technologies is the producer of the AlaskOmega® Omega-3 fish oil products, which are “Caught in Alaska, Refined in Ohio.” We start with wild-caught Alaska pollock oil from the cold, clear waters of the Bering Sea, which is further refined and concentrated in our family-owned and operated NSF-certified GMP facility in Coshocton, Ohio. Organic Technologies, founded in 1981, has been in business for 32 years and is a privately held company. AlaskOmega® is available in EE and TG concentrations up to 85% Omega-3 content as well as natural wild Alaskan fish oils.
tation of dioxins and all 209 PCBs according to California Proposition 65 in all kind of matrices like fish oil, fish meal, all kind of feed and food, human and environmental samples. Eurofins GfA Lab Service GmbH is one of the worldwide few laboratories that is able to analyze all 27 POP substances banned or regulated in the Stockholm Convention, to do the analysis of all Prop 65 PCBs and, last but not least, to analyze dioxins and PCBs according to the GMP quality standard.

NORDIC NATURALS

Since 1995, Nordic Naturals has championed the advancement of the fish oil supplement industry, setting standards of excellence in the areas of sustainability, product quality, dosage, research, and education. Vertically integrated, we maintain complete control over every step of the production of our award-winning omega oils. We use only 100% wild-caught, sustainably sourced fish from healthy fisheries, and process them using multi-patented, proprietary technologies in our state-of-the-art manufacturing plant in Arctic Norway. As a company committed to correcting the global omega-3 deficiency, we distribute to over 30 countries on 6 continents from our LEED Gold-certified eco-headquarters in California. Our portfolio of over 150 products in a variety of flavors, concentrations, and delivery forms reflects our commitment to innovation in order to meet personalized nutritional needs.

NUTRASOURCE DIAGNOSTICS

Nutrasource Diagnostics Inc. (NDI) is a contract research organization dedicated to making our clients’ health products better, from concept to claim. We specialize in regulatory consulting, clinical trials and product testing for the dietary supplement, food and beverage, cosmetic and pharmaceutical industries. NDI is also the exclusive provider of the International Fish Oil Standards (IFOS) Program, the only third party testing and certification program for fish oils. NDI also developed a sister third party testing and certification program for krill oils called the International Krill Oil Standards (IKOS) Program. NDI testing and certification program helps insure the safety and quality of the omega-3 oils that are consumed worldwide. Pace’s Omega-3 Program includes competitive pricing, industry leading turn-around times, and offers several reporting options including certificates of analysis.

PACE ANALYTICAL SERVICES, Inc. is a privately held, industry-leading sampling and analytical testing firm. Pace provides analytical lab solutions for testing, staffing and equipment, with a wide scope of services. The Pace Analytical Services Dioxin Laboratory in Minneapolis, Minnesota, is at the forefront of dioxin testing, having served the evolving global dioxin testing market for many years, and offers a new program specifically designed to support compliance testing for omega-3 fatty acids, including the GOED Voluntary Monograph. This regulatory program helps insure the safety and quality of the omega-3 oils that are consumed worldwide. Pace’s Omega-3 Program includes competitive pricing, industry leading turn-around times, and offers several reporting options including certificates of analysis.

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Solutex

As a technology-based company, Solutex supplies highly concentrated active ingredients from natural products to the pharmaceutical, OTC and nutrition industries. The successful and competitive large industrial application of our proprietary cGMP Supercritical Extraction and Chromatography Technologies allows us to concentrate, fractionate and purify in an effective manner. Solutex competitively produces industrial Supercritical Fluid Technologies (SFT) Omega-3 concentrates of the highest purity and potency. Solutex also uses a Supercritical Fluid Technology that does not use organic solvents or aggressive operating conditions.

Solutex

Delivering Tailor-Made Value
Natural Oils is a Chilean company focused on the production, marketing and exportation of different kinds of oils to the Food, Cosmetics and Nutraceuticals industries, with over 20 years of experience. Located in Chile, a country known for its pristine nature, protected at the east by the Andes Mountains and surrounded by the pure waters of the Pacific Ocean at the west-, Natural Oils had explored successfully the development of a complete line of vegetal and marine oils rich in Omega 3 elaborated to improve the human nutrition through different formats and alternatives. The natural wealth of the country has been a key element in the elaboration of products of the highest quality, being its long sea shore one of the biggest advantages to develop marine specialty oils. Along with the vegetal and marine products, Natural Oils had been able to develop a complete portfolio, present in over 30 countries.

Naturaloils, naturally...