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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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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

2:30-3:30 PM: Market Overview

Moderator: Dan Wiley, Organic Technologies

Our annual market overview this year includes a look at the latest numbers and market figures from the ingredients perspective as well as research into consumer markets from the latest retail SCAN data plus a brand new GOED-commissioned report that analyzes omega-3 purchases at the store level in 10 different countries.

Aldo Bernasconi - Market Update on EPA and DHA Ingredients: The ingredient sector of the omega-3 industry continues to evolve and change as market dynamics and supply chain issues shape the segment. This presentation will cover the latest global developments at the raw materials level.

Ellen Schutt - On Store Shelves - What's Going On: To balance the information from the raw material segment of the business, this presentation will look at the omega-3 finished product category. This includes an analysis of data from the GOED-commissioned "store check cataloging" project from Euromonitor, which looks at more than 2100 products in 10 countries, as well as recent retail SCAN data on omega-3 products.

3:30-4:00 PM: Coffee Break

4:00-5:00 PM: State of the Science

Moderator: Will Rowe, Nutrasource

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

5:30-7:00 PM: Cocktail reception (Grand Salon)

Sponsored by BASF

Remarks by Ralf Fink, BASF

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 wellbeing, 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. His book explores the low environmental impact of wild seafood, its cost-effectiveness and the potential related health benefits of eating omega-3 fatty acids.

9:30-10:30 AM: Regulatory Overview

Moderator: Bruce Miller, Marine Ingredients

Two experts in the regulatory field will talk about self-regulation and its importance, as well as the challenges related to enforcement and regulation of omega-3 products around the world.

Kathleen Dunnigan - The Importance of Self-Regulation and its Potential Impact on the Omega-3 Business: The National Advertising Division (NAD) of the Better Business Bureau is tasked with reviewing advertising in the U.S. for truthfulness and accuracy and they have ruled on several omega-3 cases. Dunnigan will share the details of these cases and discuss the importance of self-regulation as it relates to the supplement industry.

Michael Smith - The Perspective of a "Lapsed Regulator": As a former regulator at both Health Canada and the Therapeutic Goods Administration in Australia, as well as a technical advisor to the Traditional and Complementary Medicine program at the WHO, Smith brings a unique view of the challenges related to enforcement and regulation of omega-3 products around the world.

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 MegaRed Changed the Omega-3 Supplement Market: The launch of Schiff's MegaRed krill product disrupted the omega-3 supplement space and become 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.

12:00-1:00 PM: Lunch for all attendees

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 Hibbeln - 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 revising 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 dietary behaviors, as well as the roles that schools and educators can play and the unique challenges at different life stages (teenagers versus toddlers).

2:30-3:00 PM: Coffee break

3:00-4:30 PM: Early History of Omega-3s

Moderator: Baldur Hjaltason, Epax

Hear the stories of three of the early researchers of omega-3s and learn how their work continues to impact the industry of today.

Doug Bibus - Early History: The Ralph Holman Legacy: Doug Bibus was a student of Dr Ralph T. Holman, legendary omega-3 researcher and Grandfather of Omega-3. Dr Holman was responsible for the naming of omega-3 (from the Bible, "I am the alpha and omega"), the discovery of omega 3 metabolism and competition with omega-6 for metabolism. Bibus will discuss the impact of his mentor and friend, who passed away in 2012, on the omega-3 industry and discuss how Dr. Holman's work influences his own and others' omega-3 research.

Claudio Galli - Early History: Claudio Galli and The Evolution of Cardiovascular Research: Dr. Claudio Galli is a well-known omega-3 investigator whose research focuses on cardiovascular health. He will share his perspectives on how the body of evidence around omega-3s and cardiovascular disease has evolved in the decades in which he has been a part of it.

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."

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: Gertjan 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.

THURSDAY, FEBRUARY 6

7:30-8:30 AM Continental Breakfast for all attendees

8:30-9:30 AM: Out-of-the-Box Thinking

Moderator: Mark Gardella, Catalent

One of the most popular sessions at the last GOED Exchange, this year's "out-of-the-box" panel will include a lively presentation on how to incorporate social media into your company infrastructure as well as a practical perspective on how out of the box thinking on innovation works in the food and nutrition industry.

Peter Shankman - The 'Ecosphere' of Social Media: How companies need to think about the social "ecosphere" in today's world goes way beyond just social media. Peter Shankman will talk about how to implement a true corporate branding strategy that incorporates disciplines such as marketing, sales, brand

management and customer service into one cohesive story about who your company is.

Mike Helser - Open Innovation: How to Be Best in Class: Open Innovation has become a buzzword in recent years as companies across all industries attempt to figure out how to capture external innovations that could benefit their internal businesses. General Mills pioneered Open Innovation in the food industry and its program is considered best in class across many industries. Helser will share more about General Mills' journey and provide a practical perspective on how open innovation can work in the food and nutrition industry.

9:30 AM-10:30 AM: Omega-3s and Intellectual Property Challenges

Moderator: Nathan Eklund, Pace Analytical

Our I.P. session analyzes the patent and intellectual property landscape as it relates to omega-3s and will

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advise attendees of how to navigate this often challenging terrain.

George Carrera - How Omega-3 Companies can Utilize Patent Statistics and Mapping for Competitive Intelligence: The patent 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.

10:30-11:00 AM: Coffee break

11:00-12:00 PM: New Markets, New Sources

Moderator: *Fernando Gonzalez, Solutex*

The growing omega-3 industry stimulates the need for new raw material sources and interest in new market segments. This session will provide an update on the latest developments and unique value propositions of new EPA and DHA sources and an insider’s view of the untapped market in medical foods.

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.

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.

12:00-1:00 PM: Innovative Uses for Omega-3s

Moderator: *Keri Marshall, Nordic Naturals*

Nutrigenomics and omega-3s and their effect on traumatic brain injury are this year’s topics of discussion in this ever-popular GOED Exchange session.

Floyd “Ski” Chilton - Nutrigenomics and EPA/DHA: Nutrigenomics is the connection between genes and nutritional needs and an understanding of nutrigenomics in the world of omega-3s can be valuable in determining how much and what type of omega-3 products each person needs. Nutrigenomics researcher Floyd “Ski” Chilton will detail the state of nutrigenomics in omega-3s and explain the progress that has been made in this world of personalized nutrition.

Michael Lewis - High Dose EPA/DHA to Combat Brain Injury: Bobby Ghassemi was a teenager involved in a serious car accident and sustained life-threatening traumatic brain injury. He was in a coma and the prognosis was bleak. Bobby was given very high doses of EPA and DHA through a gastric tube, and was able to attend his high school graduation just three months later. Dr. Lewis, who was called in to consult on the case, will share this amazing story of a true life-saving innovation.

1:00-2:00 PM: Lunch for all attendees

During the **Wednesday morning** coffee break **Andy Sharpless** will be signing copies of his book *The Perfect Protein in the Executive Lounge area.*

2:00-4:00 PM: Omega-3 Topics: The Challenges of Negative Media and How to Address Them

Moderator: *Adam Ismail, GOED*

The final session of the GOED Exchange will focus on how the omega-3 industry can do things differently to combat misleading, negative media. This session kicks off with an interactive crisis management workshop by industry expert Shel Holtz, followed by perspectives from science – with meta analysis expert Dominik Alexander – and marketplace defense – from John Weber of Eric Dezenhall. The important takeaway is how we as an industry can work to change this paradigm.

Shel Holtz - Crisis Management in the Omega-3 Space: The omega-3 industry has its share of crises, with sustainability challenges, safety questions and negative scientific studies garnering undue media attention. In this hands-on interactive session, Shel Holtz will help companies learn how to prepare for crises in advance and deal with them as they emerge.

Dominik Alexander - Defending the Omega-3 Space with Accurate Science: The omega-3 space has started to face increased scientific attacks, with studies finding minimal effects or negative consequences to omega-3 consumption in health conditions they were believed to benefit. However, design flaws in many individual studies can predict a negative result before the studies are even completed, so it is important to consider the totality of the evidence. Alexander will present case studies about how the industry can use new tools to analyze the totality of the evidence and help defend against scientific attacks.

John Weber - The Importance of Marketplace Defense in the Omega-3 Industry: Aggressive attacks often require an aggressive response, but PR responses to crises are often defensive. John Weber is a recognized expert in teaching industries and organizations innovative ways to defend themselves. Although aggressive tactics can make companies and brands uncomfortable, Weber makes the case that a stronger approach to marketplace defense is warranted as this constant barrage of attacks can have devastating consequences.

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SPONSORED WORKSHOPS

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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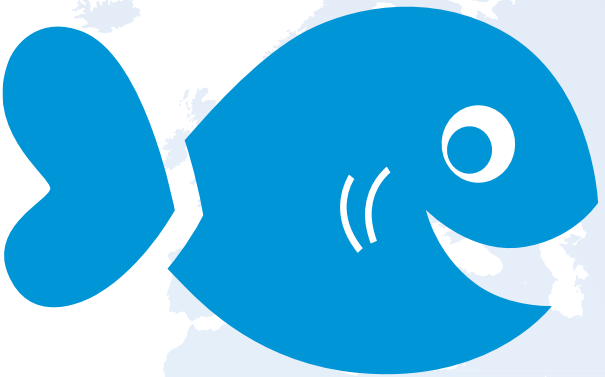
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**ADAM ISMAIL**

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 in his 13th year 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 canyons in the Bering Sea as a scientific advisor to Greenpeace. He holds a Ph.D. in Environmental Science and Public Policy from George Mason University, a Master's in Aquatic and Population Biology from University of California, Santa Barbara, and a Master's in Regional Science and Bachelor's in Environmental Studies from the University of Pennsylvania.

ALDO BERNASCONI

Aldo Bernasconi is the director of information and research for 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. He holds a BS in mathematics from Universidad Técnica Federico Santa María in Valparaíso, Chile, and a Ph.D. in mathematics from the University of Utah.

**ELLEN SCHUTT**

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.

**HARRY B. RICE**

Harry B. Rice is the vice-president of regulatory and scientific affairs for the Global Organization for EPA and DHA Omega-3s (GOED). He has worked in the ingredient, dietary supplement, functional

food and consumer packaged goods industries for over ten years. Among his responsibilities for GOED 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 ingredient

Companies including Martek Biosciences, Archer Daniels Midland, Kelco International and Tunnel Avebe Starches. He is a specialist in lipid nutrition, hydrocolloids and macromolecular fermentation. Winwood is currently chair of the scientific committee of GOED.

**ATLE SKATTEBØL**

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.

**PATRICIA MAJLUF**

Dr. Patricia Majluf is the Founder and current Director of the Center for Environmental Sustainability (CSA) of the Cayetano Heredia University (UPCH) in Lima, Peru. She obtained a degree in Biology

at the UPCH and a PhD in Zoology at the University of Cambridge UK. Since 1982, she has directed the longest running private conservation and research program in coastal Peru, assessing the impacts of El Niño and fish-

eries on marine wildlife populations. From 1996 she has almost singly led marine conservation efforts in Peru, successfully promoting the establishment of marine protected areas and developing public awareness of the large-scale ecosystemic and socio-economic impacts of the industrial anchoveta fisheries, as part of an ongoing effort to develop an ecosystem-based management (EBM) for the Humboldt ecosystem. She briefly served as Vice-Minister of Fisheries in early 2012 and left after raising national attention about the systemic corruption of the sector.

**ANDY SHARPLESS**

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 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.

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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



University in Canada.

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

**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 physician in psychiatry and serves as a Captain in the United States Public Health Service (USPHS).

**RACHEL GOW**

Rachel V. Gow, PhD is currently working as a post-doctoral researcher in the Section of Nutritional Neurosciences at NIH. The role involves co-designing and conducting a clinical intervention trial in

adults with and without Attention Deficit Hyperactivity Disorder (ADHD) using neuroimaging techniques. Gow completed a PhD in Child and Adolescent Psychiatry at the Institute of Psychiatry, King's College London. She also has a Bachelor of Science (BSc) in Psychology from Kingston University and a Master of Science (MSc)

in Psychological Research Methods (Distinction) from Birkbeck, University of London.

**ALEX RICHARDSON**

Dr. Richardson is internationally known for her research into how nutrition (and dietary fats in particular) can affect mood, behavior and cognition, and has over 80 peer-reviewed academic publications to date. Her

current research centers on the importance of omega-3 fatty acids for children's behavioral and cognitive development in both ADHD, dyslexia and related conditions, and in the general school population. In addition to controlled treatment trials, her work includes studies of epidemiology, genetics and nutrition as well as physiological and psychological functioning. She is also a founder Trustee of the UK-based charity Food And Behaviour (FAB) Research.

**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.



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**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 supplements in addition to publishing over 350 scientific papers.

**THEODORE BRASKY**

Dr. Brasky is a cancer epidemiologist with a research interest of better understanding the association between chronic inflammation and cancer development and progression. He is currently interested in the role

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

**PETER SHANKMAN**

Peter Shankman is currently the co-founder of Shankman/Honig, 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.

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**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, Rivise, 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.

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.

**DOMINIK 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

Please note that the presentations by Goeran Walther (*Case Studies*, Wednesday at 11:00 a.m.), Theodore Brasky (*Omega-3s and Prostate Cancer Risks*, Wednesday at 4:30 p.m.), Mike Helser (*Out-of-the-Box Thinking*, Thursday at 8:30 a.m.) and John Weber (*Challenges of Negative Media*, Thursday at 2:00 p.m.) will not be videotaped for later viewing.

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PLATINUM



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.



DSM 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.

Join us for our welcome cocktail reception on Tuesday at 5:30 in the Grand Salon.



GOLDEN OMEGA

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 Corpesca's fish oil plants. Corpesca 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.



NATURAL OILS 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, 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.

GOLD



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- Responsibly sourced and supplied fish oils, sourced from accredited suppliers



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.



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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.



NUTEGRITY Nutegritty 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. Nutegritty'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, Nutegritty is able to consistently produce the purest ingredients, ranging from simply natural to USDA certified organic. Nutegritty 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 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 concentrates up to 85% Omega-3 content as well as natural wild Alaskan fish oils.

SILVER



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Tuesday, February 4th 11:00am-12:00pm



tion 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.



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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 also has in-house bioanalytical testing capabilities for a wide range of product types and formulations including pharmaceuticals, dietary supplements, foods and beverages, cosmetics and topical products.

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BRONZE



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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 SFT Green Chemistry Technology that does not use organic solvents or aggressive operating conditions.

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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.

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