

The logo features the word "GOED" in a large, bold, sans-serif font. The "GO" is blue, and the "ED" is white. A blue swoosh underline starts under the "G" and extends under the "O". Below "GOED" is the word "EXCHANGE" in a smaller, white, sans-serif font, followed by "2016" in the same font and color.

GOED EXCHANGE 2016

The background of the entire page is a photograph of a sunset or sunrise over a body of water. The sun is a bright, glowing orb positioned in the center of the horizon, partially obscured by thin, wispy clouds. The sky is a deep purple and magenta, with the sun's light creating a vertical path of shimmering, golden reflections on the water's surface. The water in the foreground is dark with small, rhythmic ripples.

Conference Program



GOLDEN OMEGA

THE GATEWAY TO THE SOURCE

ULTRA REFINED OMEGA-3 CONCENTRATES
UP TO 85% EPA & DHA **FROM CHILE,**
PRODUCED WITH PATENTED TECHNOLOGY

Dear GOED Exchange Participants,

Bienvenido a Tenerife! We are very proud to host our fourth GOED Exchange at its first venue outside the United States, and especially in a location as beautiful as this island.

Our vision in creating the GOED Exchange back in 2010 was to establish a forum where we could exchange ideas on the issues affecting delivery of these critical nutrients to the global population. We believe strongly that omega-3 consumption in most of the world is not sufficient to meet even basic nutritional needs – indeed, in some countries intakes are declining – and this is a global public health concern.



With that as background, consumer trust will be a key focus at this Exchange. The omega-3 industry has generally been well-regarded as one that holds itself to higher ethical and quality standards, but the world around us has changed. Consumers now demand more transparency and there is more focus on corporate behavior and speech. For omega-3 marketers and suppliers to continue to lead in quality and ethics, we will have to continue evolving the way we do things.

There are so many important issues that this conference is a very content-heavy event, covering everything from scientific topics to business and marketing. We have also listened to your feedback and expanded the networking opportunities, with lunches served in the restaurant rather than in the ballroom and a beautiful off-site venue planned for the gala dinner.

Lastly I hope you will take the time to engage the impressive faculty of speakers we have assembled here. We take great pains to find experts that bring unique perspectives on key issues, and hopefully many of them will be unfamiliar to you. I encourage everyone to participate in an exchange of ideas with them and with your fellow participants. It is by far the best way to get high value out of the 2016 GOED Exchange.

Thanks,

Adam Ismail, Executive Director

Engage at the Exchange — download the event app now.



Scan the QR code to the left or visit ddut.ch/goed to access the Google Play or Apple app store. Once you've downloaded the app, enter your email and the password **TrustOmega3s** (case sensitive) to access all the content.

When you open the app you'll be in the Activity Feed, which shows what attendees are talking about. Tap the three lines at the top left to see a menu of options.

App sponsored by:
 **KD Pharma**
The Omega-3 Solution Experts



Catalent[®]
CONSUMER HEALTH



innovative nutritional
supplements.
faster to market.
reliably supplied.

80 years of innovation in consumer preferred dose forms,
launching over 300+ products across 70+ markets, locally
developed and reliably supplied from 11 sites on 5 continents.



**TECHNOLOGY
SPOTLIGHT**

OMEGA-3 CAPSULES

- First to market, with innovative options and advanced technologies
- Vegicaps[®] 100% natural, plant-based shell, free of animal derivatives
- Taste masking for reduced reflux and no odor
- Chewable forms for increased compliance

AGENDA AT A GLANCE

Tuesday, February 2

9:00-10:00 am:	PRE-CONFERENCE WORKSHOP – <i>Authenticity Testing for Marine Oils: How to Ensure Your Supply Chain's Integrity</i>Svein Erik Haugmo (Omega Veritas), Oliver Kromer (IOI)
10:00-11:00 am:	PRE-CONFERENCE WORKSHOP – <i>How to Receive More Than “Just a CoFA”</i>Michael Kuehnel (Eurofins)
11:00 am-12:00 pm:	PRE-CONFERENCE WORKSHOP – <i>From Supplement to Drug: Discovering the Optimal Regulatory Pathway for Your Omega-3 Product</i> ...Rodney Butts (Nutrasource)
12:30-1:30 pm:	LunchLa Veranda Restaurant

1:30-2:00 pm:	Welcome and Opening RemarksAdam Ismail
2:00-3:00 pm:	Keynote PresentationRohit Bhargava
3:00-3:30 pm:	Coffee BreakExecutive Lounge Patio
3:30-5:00 pm:	The Omega-3 Trust ParadoxJudy Taylor, Gill Ereaut
6:30-8:00 pm:	Cocktail ReceptionPool Area

Wednesday, February 3

9:00-10:00 am:	Market OverviewAldo Bernasconi, Patrick Spath, Jordan Glazer
10:00-11:30 am:	Science UpdatePhilip Calder, David Wilkinson, Susan Carlson
11:30 am-12:00 pm:	Coffee BreakExecutive Lounge Patio
12:00-1:30 pm:	Early History of Omega-3sArthur Spector, Stephen Cunnane, Aizan Hirai
1:30-2:30 pm:	LunchLa Veranda Restaurant
2:30-3:30 pm:	Regulatory UpdateManfred Lützow, Joseph Rodricks
3:30-4:15 pm:	Omega-3 Case Studies (part 1)Tom Clough, Iago Quintana
4:15-4:45pm:	Coffee BreakExecutive Lounge Patio
4:45-5:30 pm:	Case Studies (continued)Tom Clough, Cougen Purseramen
7:00-11:00 pm:	Gala Awards DinnerFinca Punta del Lomo banana plantation

Thursday, February 4

9:00-10:00 am:	Kickstarting InnovationGijs van Wulfen
10:00-11:00 am:	Exploring the Economics of Omega-3sCarlos Paredes, Andrea Wong, Catharine Clark
11:00-11:30 am:	Coffee BreakExecutive Lounge Patio
11:30 am-1:00 pm:	The Value of Non-RCT ResearchJacques Delarue, Rachel Murphy, Michelle Wiest
1:00-2:00 pm:	LunchLa Veranda Restaurant
2:00-3:00 pm:	Innovative Uses of Omega-3sYutaka Matsuoka, Thomas Van Dyke
3:00-3:45 pm:	Quantifying the Science, Forecasting the FutureJørn Dyerberg
3:45-4:00 pm:	Prizes and Closing RemarksAdam Ismail

FULL CONFERENCE PROGRAM

TUESDAY • FEBRUARY 2

1:30-2:00 PM: Welcome and Opening Remarks

Adam Ismail, Executive Director, GOED

2:00-3:00 PM: Opening Keynote Presentation

Rohit Bhargava – Influential Marketing Group

Author and 'trend curator' Rohit Bhargava will discuss Reputation 2.0 and building consumer trust in a transparent world.

3:00-3:30 PM: Coffee Break, Executive Lounge Patio

3:30-5:00 PM: The Omega-3 Trust Paradox

Building on the keynote discussion, this session will focus specifically on consumer trust challenges in the omega-3 industry and examine what we can do to

solve what some consider to be the most important impediment to the future success of our industry.

Judy Taylor, Leapfrog Research

Fitting Omega-3s into the 'Pyramid of Needs'

Where do omega-3s fit into the "pyramid of needs" across cultures? Brand strategist Judy Taylor will share recent ethnographic and qualitative research done on omega-3 consumption and how trust and faith play a role in purchasing decisions.

Gill Ereaut, Linguistic Landscapes

The Language of Omega-3s

How we as an industry communicate to consumers also plays a role in consumer trust and Gill Ereaut, who pioneered the commercial application of language sciences, will talk about research she did on the language and semiotics of omega-3s. She will examine how the use of

Marine Ingredients

Your Global Partner for Custom Crafted Omega-3 Formulations

Full Vertical Integration

For over 25 years Marine Ingredients has specialized in omega-3. We are now a fully integrated operation, offering primary omega-3 manufacturing, product formulation, liquid bottling, softgel manufacturing, and packaging.

InnovaGel™, our recently acquired softgel manufacturing facility is FDA and cGMP-compliant, OTC licensed, and holds a beneficial range of domestic and international regulatory approvals; including NSF, Marine Stewardship Council, and TGA.



570-897-8900
marine-ingredients.com



Marine Ingredients™
Custom Crafted Omega-3

language and imagery, particularly on omega-3 packaging, can influence consumer attitudes and behaviors.

Keynoter Rohit Bhargava will facilitate an interactive panel discussion with Ms. Taylor and Ms. Ereaut.

6:30-8:00 PM: Cocktail Reception, Pool Area

WEDNESDAY • FEBRUARY 3

9:00-10:00 AM: Market Overview

A look at the latest facts and figures from the vast body of consumer products containing EPA and DHA omega-3s, plus how “big data” influences our business.

Aldo Bernasconi, GOED

A Tour of the Finished Products World

Data analyst Aldo Bernasconi shares the findings from brand new GOED market research that examines the global market for finished products containing omega-3s. The session details global trends and showcases the latest product innovations.

Patrick Spath and Jordan Glazer, Google

‘Big Data’ and the Always Omega-3s Marketing Campaign

Knowing how to mine “big data” to optimize marketing campaigns is a core fundamental skill that will be required to provide the most appropriate educational content for consumers. Since budgets in the omega-3 space are always tight, it is important to recognize how big data can stretch your marketing dollars. Listen to Google’s Patrick Spath and Jordan Glazer discuss the use of big data in today’s businesses and hear specifically how data expertise helped the Omega-3s: Always a Good Idea national consumer campaign.

10:00-11:30 AM: Science Update

A unique look at “where are we now” and where the research gaps are in omega-3 scientific research today. Research areas include cardiovascular health, cognitive health and perinatal health.

Philip Calder, University of Southampton

Scientific Status Update: Cardiovascular Health

Dr. Calder is an expert in cardiovascular science and nutritional immunology, and will provide an overview

of our current understanding of long-chain omega-3 PUFA in cardiovascular health. His knowledge of the immune-modulatory actions of omega-3 in the prevention and treatment of cardiovascular disease, and his opinion on the main targets for further research, is invaluable to our understanding.

David Wilkinson, Moorgreen Hospital

Scientific Status Update: Cognitive Health

Dr. Wilkinson was one of the first physicians to direct clinical trials that aimed at halting clinical worsening of Alzheimer’s Disease. He has had a long career in investigating dietary and pharmacological approaches to address the possibilities of preventing and treating cognitive decline. He will discuss neurodegenerative disease and the potential roles that omega-3s can play.

Susan Carlson, University of Kansas

Scientific Status Update: Perinatal Health

Dr. Carlson, an expert in the role of long-chain polyunsaturated fatty acids and their importance in postnatal development, provides an overview of our present state of knowledge and where the research gaps are that still need to be addressed.

11:30 AM-12:00 PM: Coffee Break, Executive Lounge Patio

12:00-1:30 PM Early History of Omega-3s

One of the conference’s most popular sessions, “Early History” takes a look at the groundbreaking work done in the early days of omega-3 research.

Arthur Spector, National Institutes of Health

Discovery of the Essential Omega-3 Fatty Acids

Dr. Spector has made fundamental contributions to our understanding of why some polyunsaturated fatty acids obtained via the diet are essential for human physiology. Learn from him about historic developments in our field.

Stephan Cunnane, Université de Sherbrooke

Omega-3 and Brain Aging: Why is It so Complicated?

Dr. Cunnane’s invaluable research has been instrumental in our fundamental understanding of omega-3s and cognition as it relates to aging. Come hear about his journey of unraveling the mysteries of the aging brain.

Aizan Hirai, Chiba University-Japan

Early History: Reflections from Aizan Hirai

Dr. Aizan Hirai is a pioneer in Japanese science related to omega-3. He is credited with developing the pharmacological dosage of Epadel, one of the first prescription-based drugs based on EPA. Dr. Hirai gives us a unique overview on how Japanese science on omega-3s has developed historically.

1:30-2:30 PM: Lunch, La Veranda Restaurant

2:30-3:30 PM: Regulatory Overview

Global regulations continue to impact omega-3 businesses around the world. This session focuses on the latest developments with the Codex Fish Oil Standard as well as a potential model for establishing DRIs based on chronic disease risk reduction.

Manfred Lützow, Saqual GmbH

The Codex Fish Oil Standard: Consensus At Last?

The Codex Fish Oil Standard has been many years in the making and once adopted, has the potential to affect global fish oil trade as many countries adopt Codex standards in their own regulatory framework. Dr. Lützow, a world-renowned food safety expert, will discuss the long journey associated with coming to a consensus on the fish oil standard.

Joseph Rodricks, ENVIRON

The Case for Chronic Disease Reduction in DRI Reviews

The importance of a DRI cannot be understated in enhancing consumer confidence and regulatory compliance when it comes to omega-3 consumption. DRI work is ongoing around the globe and all eyes in particular are on the U.S. and Canada, where government authorities are considering whether to move forward with a DRI review. Dr. Rodricks, a veteran risk assessor and member of the U.S./Canada Advisory Group, offers a unique perspective on establishing DRIs based on chronic disease risk reduction.

3:30-4:15 PM: Omega-3 Case Studies

A special facilitated session — with audience participation — analyzes two omega-3 businesses and helps solve a specific business problem, with broader application to companies throughout the industry.

Facilitator: Tom Clough, HSC

Company Case Studies:

Bioresearch/Puleva: Bioresearch S.A. is a Spanish com-

pany with three strategic business lines: probiotics, botanicals and omega-3s. The company is probably best known as the developer of Puleva's innovative omega-3 milk. Iago Quintana, PhD, the Key Account Manager, is focused on aggressively growing the business. Much of his focus is on the omega-3 line, and he's working to understand how technology can be leveraged in the marketplace. Though our case study will look at the uniqueness of Bioresearch's ingredient & technology solutions, it will also address the broad question of technology as a growth platform.

Marine Biotechnology: Marine Biotechnology Products is looking to leverage its strength in tuna supply to win business with more value-added products. Currently the company produces three product types: tuna fish meal, crude tuna oil and cold-extracted tuna oil. Based in Mauritius, Marine Biotechnology has built a business primarily focused on tuna fish meal and crude tuna oil for the animal market. It is looking to "flip" the business and place most of its sales and volume in selling cold extracted tuna oil. Cougen Purseramen is a new General Manager and he's already begun to shift production capabilities. He's looking to put in a strategic plan to harness new commercial orders to match his new product mix.

4:15-4:45 PM: Coffee Break, Executive Lounge Patio

4:45-5:30 PM: Case Studies (continued)

7:00-11:00 PM: Gala Conference Dinner

Dinner takes place at the Finca Punta del Lomo banana plantation, which is about 20 minutes from the hotel. Transportation to and from the venue will be provided, beginning at 6:45. Please bring a jacket or light sweater.

THURSDAY • FEBRUARY 4

9:00-10:00 AM: Kickstarting Innovation

Gijs van Wulfen, FORTH Innovation Method

Innovation author and LinkedIn Influencer Gijs van Wulfen shares his unique perspectives on how to improve the efficiency of innovation with his FORTH Innovation Method, and offers practical advice for the omega-3 industry.

10:00-11:00 AM: Exploring the Economics of Omega-3s

With economics as the overarching theme, this session looks at the importance of sustainable fisheries from an economist's point of view, as well as reviewing the results of CRN's Health Care Cost Savings report and looking at the use of omega-3s in the workplace to reduce healthcare costs.

Carlos Paredes, Intelfin

Sustainability from an Economist's Perspective

Sustainable use of natural resources like anchoveta and other marine organisms is not simply the right thing to do, it also makes good economic sense. Dr. Paredes will discuss some of the reasons industry should be embracing measures to sustainably manage fisheries and how third-party certifications of fisheries can be good investments for industry. The execution of such management schemes requires a strong dialogue among NGOs, governments and the industry, but there are strong incentives for each of these parties to work together on sustainability topics as well.

Andrea Wong, CRN

Omega-3s and Healthcare Cost Savings: A CRN Report

Dr. Wong will share the results of a recent report, the CRN Health Care Cost Savings Analysis, particularly focusing on omega-3s and the cardiovascular health story.

Catharine Clark, Clark Consulting + Coaching

Reducing Healthcare Costs with an Innovative Omega-Balance Workplace Program

We all know that increasing omega-3 intake can improve health. One approach to reduce healthcare costs is convincing companies to incorporate omega-balance into their corporate wellness programs. Listen to Catharine Clark's firsthand experience as she shares the actual cost savings and benefits associated with this approach as well as a plan of action for companies to follow.

11:00-11:30 AM: Coffee Break, Executive Lounge Patio

11:30 AM-1:00 PM: The Value of Non-RCT Research

The randomized controlled trial is considered the gold standard in research but there are many other research methodologies that also play an important role in shaping the science base for our industry. This session

takes a look at animal research, epidemiological trials and meta analyses and their applicability in advancing omega-3 research.

Jacques Delarue, University of Brest

The Benefits of Animal Research to the Omega-3 Industry

The omega-3 industry is in the unique position to be supported by decades of human clinical research. As a result, the industry has been too quick to dismiss the benefits of animal research. Dr. Delarue will compare and contrast the benefits and limitations of animal research as it relates to human research.

Rachel Murphy, University of British Columbia

Using Epidemiological Research to Establish Public Policy

There is ongoing debate on the use of epidemiologic evidence to infer causality. However, well-conducted cohort studies can be informative for public policy. Action should not be delayed until evidence from clinical trials of hard endpoints is available if our present knowledge from epidemiological studies illustrate a consistent need for actions to benefit health. Dr. Murphy from the University of British Columbia will speak about the strengths and challenges of using results from epidemiology research to establish public policy.

Please note that Dr. Murphy is unable to join us in person and has provided a videotaped presentation.

Michelle Wiest, University of Idaho

Advantages and Drawbacks of Meta-Analyses

The last few years have seen a fast growing use of the meta-analysis, a statistical technique to combine the conclusions of existing studies. These studies can advance the understanding of the health effects of omega-3, and industry would benefit from a better understanding of this technique. Dr. Wiest will explain what a meta-analysis is and discuss the pros and cons of using them in clinical research.

1:00-2:00 PM: Lunch, La Veranda Restaurant

2:00-3:00 PM: Innovative Uses in Omega-3s

Omega-3s are unique in the fact that they have application in a variety of non-mainstream uses. The session looks at omega-3s in two cutting-edge applications: post-traumatic stress disorder and an oral application for periodontitis.

Yutaka Matsuoka, National Cancer Center-Tokyo
Innovative Uses for Omega-3s: Prediction and Prevention of PTSD

Post-traumatic stress disorder is a harsh reality in today's world and there is ongoing research to help address the issue and figure out efficient solutions. Dr. Matsuoka discusses the promising results from his past research as well as research he is currently conducting.

Tom Van Dyke, Harvard Dental School
Innovative Uses for Omega-3s: Periodontal Care
Innovation in the clinical applications for omega-3s increasingly touches upon new and less traditional areas

We want your feedback!
Don't forget to fill out the event survey.
Visit the conference app for more details.

for omega-3 usage. One unique space in development is in the area of periodontal care and oral health. Dr. Van Dyke shares his research, providing a new view on how we might prevent and treat a range of diseases in the future.

3:00-3:45 PM: Closing Keynote: Quantifying the Science, Forecasting the Future

Jørn Dyerberg, renowned omega-3 researcher

Dr. Dyerberg will end the conference with a look back and ahead. Listen to his thoughts on what we can say about omega-3s with scientific certainty – the proven scientific results as well as some surprises that occurred along the way – and his expert opinion on what lies ahead. From his perspective on improving study design to the technical challenges the industry must overcome, Dr. Dyerberg promises to bring the event to a close with a provocative presentation that touches on how far we've come and where we go from here.

3:45-4:00 PM: Prizes and Closing Remarks



IT'S LITTLE, RED
AND MORE
POWERFUL THAN
EVER.

- New & Improved Formulation
- Patented & Exclusive Technology
- Made in the USA
- Enhanced Encapsulation Properties
- No Smell or Taste
- Technologically Superior
- Certified 100% Sustainable & Traceable
- Produced through a Vertically Integrated Supply Chain that is 100% Owned & Controlled by Aker BioMarine

 **SUPERBA[®]Krill[®]**

www.superbakrill.com



Superba™ Krill oil is protected by US patents 9,034,388; 9,028,877; 9,078,905 and 9,072,752 with other patents pending.

TUESDAY PRE-CONFERENCE WORKSHOPS

9:00-10:00 am: Authenticity Testing for Marine Oils—How to Ensure Your Supply Chain's Integrity

Consumer interest in species- and location-specific marine oils such as wild Alaskan salmon oil, Norwegian cod liver oil, calamari oil and krill oil is on the rise. As these obtain premium prices, both refiners and supplement companies have been looking for ways to ensure their products' authenticity and meet consumers' expectations towards brand integrity.

Using NMR (nuclear magnetic resonance) technology, OmegaVeritas offers a game-changing method to identify a marine oil's actual raw material origin. The test, which recently was added to GOED's Guidance Document on Methods, provides a "fingerprint" of an oil that

directly connects to individual marine species and actual catching or farming regions. Recent field tests, carried out in co-operation with industry partners, showed authenticity issues with a number of finished supplements. The presentation will include findings from these field tests and explain how NMR authenticity testing works.

Presented by Svein Erik Haugmo, OmegaVeritas and Oliver Kromer, IOI Maris Omega-3



10:00-11:00 am: How to Receive More Than "Just a CofA"

Have you already faced the experience where the analytical results you received from your laboratory were not what you expected? For sure! In this workshop we will give you information about the analytical process, which starts a long time before the first samples arrive in the lab. You will get guidelines about what a lab really needs to know to do a

good job for you, your customers and the consumers.

Presented by Dr. Michael Kühnel, Eurofins GfA Lab



GfA Lab Service

11:00 am-12:00 pm: From Supplement to Drug—Discovering the Optimal Regulatory Pathway for Your Omega-3 Product

Omega-3s represent one of the broadest and most studied natural products. They can be derived from a variety of sources and can be found in a large spectrum of products including fortified foods and beverages, pet food, treats and supplements, nutritional supplements, clinical nutrition products, infant formula and pharmaceuticals.

With all this information out there, and with so many products and product presentations in the marketplace, why aren't there more prescription omega-3 products? There continues to be controversy within the medical community on the benefits of omega-3s. If you had a novel presentation of omega-3 product, what

would you do? What would be the optimal path to market? Is it that hard to bring an omega-3 product to the prescription market? This session will discuss developing development strategies for omega-3 products and the regulatory framework that guides the development program.

Presented by Rodney Butt, M.Sc., MBA, VP – Programs, Nutrasource



SPEAKER BIOS (in presenting order)



Rohit Bhargava is a marketing expert dedicated to inspiring more humanity in business. He is a *Wall Street Journal* best selling author of five books on topics as wide ranging as the future of business, how to build a brand with personality and why leaders never eat cauliflower. Rohit has spent the last

15 years advising large brands on marketing strategy through executive roles at Ogilvy and Leo Burnett. He is the founder of Influential Marketing Group and Professor of Marketing and Communications at Georgetown University.

Judy Taylor has over 25 years experience in market research, innovation and cultural change. She began her career at NOP, then went to TRBi in its first year, and



stayed until it sold to Maritz, where she was Joint Managing Director. She then co-founded Leapfrog Research and Planning in 1994, a global full service research and planning consultancy. She now works with partners, running research, insight and planning programmes with a number of organizations, including global blue-chip

businesses, ad agencies and marketing and communications teams around the world. Her reputation has been built in research and innovation for fmcg brands, television and radio, consumer healthcare and also on internal cultural change and team tutoring.



Gill Ereaut, MA, began her career with Unilever and spent 20 years as a research practitioner working with brands and organizations. Inspired by that experience, she established the consultancy Linguistic Landscapes in 2002, pioneering the application of language sciences – linguistics and

discourse analysis – to a range of organizational issues, particularly corporate culture, change and innovation. Linguistic Landscapes now enjoys many established commercial relationships with clients including American Express, HMRC and the NHS. Gill holds a BSc in Psychology (First Class) and an MA in Communications, Culture & Society from the University of London.

Aldo Bernasconi, PhD, 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, Aldo was 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 PhD in mathematics from the University of Utah.

Patrick Spath is an Account Strategist and Attribution Specialist with Google and is based in Ireland. He works with Google's AdWords programs for small and medium businesses and is also involved in the Google Analytics platform. He has a Masters of International Management from Vienna University of Business & Economics and worked on the Organization Committee for the FIFA Women's World Cup 2011.



Jordan Glazer is currently a CPG and B2B Digital Strategy Specialist at Google and was instrumental in coordinating the Omega-3 Coalition's "Omega-3s: Always a Good Idea" digital campaign. He is a UW-Madison graduate, military veteran and former professional online poker player.

Philip Calder, PhD, is Professor of Nutritional Immunology within the Human Development and Health Academic



Unit of the Faculty of Medicine at the University of Southampton U.K. He has broad interests in nutritional modulation of immunity, inflammation and cardiometabolic disease risk. Much of his work has been devoted to exploring the metabolism and functionality of fatty

acids with an emphasis on the roles of omega-3 fatty acids. He has over 500 scientific publications, his work has been cited over 18,500 times, and he is listed as an ISI Highly Cited Researcher. Dr Calder was Editor-in-Chief of the *British Journal of Nutrition* from 2006 to 2013 and he is currently an Associate Editor of *Clinical Science*, of *Journal of Nutrition*, of *Clinical Nutrition*, of *Lipids*, and of *Nutrition Research*.

David Wilkinson, MD, ChB, MRCP, FRCPsych, is now retired after 30 years as a full time NHS Consultant and Honorary Senior Lecturer in Old Age Psychiatry at Moorgreen Hospital, and University of Southampton UK. He qualified in medicine at Birmingham University, and became an old age psychiatrist after initial training in general practice. In 1989 he founded the Memory Assessment and Research Centre (MARC), which is one of Europe's premier clinical trials units in AD research. Dr. Wilkinson has been Principal or the Chief Investigator for more than 150 multi-centre, multi-national RCT's in AD, DLB, PD demen-



tia, vascular dementia, mild cognitive impairment, and studies of inflammation, genetics and imaging in relation to treatment outcomes. He was a clinical expert advisor for the NICE appraisal of drug treatments of dementia and on many pharmaceutical company advisory boards. He has published numerous journal articles and book chapters in the fields of dementia and geriatric psychiatry.

Susan Carlson, PhD, is the AJ Rice Professor of Nutrition, Department of Dietetics and Nutrition, Department of Pediatrics, University of Kansas Medical Center. She has 35 years of experience doing clinical studies of DHA with outcomes including growth and development and she defined the amount of DHA required to prevent a decline in DHA status in formula-fed preterm infants. Dr. Carlson's lab was the first in the world to conduct randomized clinical studies of nutrition in infants with growth and developmental follow up to 1 year. In her two most recent clinical studies at the University of Kansas, the team has



NEXT GENERATION OF PERUVIAN FISH OIL

- 💧 The first 100% vertically integrated manufacturer of omega 3 fish oil in Peru.
- 💧 Security of supply and ingredient traceability from sea harvest to customer application.
- 💧 One stop shop, offering a wide range of fully refined and concentrated products.
- 💧 State of the art technology featuring a fully automated and environmentally friendly production process.



followed development of children until 10 years of age, setting a new standard. She also conducted a clinical trial of DHA supplementation in pregnant women that was designed to measure gestation duration and has now been funded to determine the effects of intrauterine DHA exposure on development of cognitive function in the offspring to 6 years of age.

Arthur A. Spector, MD, is Emeritus Professor, Departments of Biochemistry and Internal Medicine, Carver College of Medicine, University of Iowa, and Special Volunteer, Laboratory of Molecular Signaling, National Institute of Alcohol Abuse and Alcoholism (NIAAA), National Institutes of Health (NIH). He is an internationally recognized expert in lipid metabolism. Dr. Spector's research has contributed to our basic understanding of cellular fatty acid utilization, polyunsaturated



fatty acid effects on tumor cells, fatty acid transport by plasma albumin, effects of fatty acid compositional changes on membrane properties and function, lipid and eicosanoid metabolism in the endothelium, and the metabolism and function of arachidonic acid products formed by the cytochrome P450 pathway. His present interests concern omega-3 fatty acids and the function of docosahexaenoic acid and its bioactive metabolites in the brain.

Stephen Cunnane, PhD, obtained a PhD in Physiology at McGill University in 1980, followed by post-doctoral research on nutrition and brain development in Aberdeen, London, and Nova Scotia. He was a faculty member in the Department of Nutritional Sciences, University of Toronto, from 1986–2003, where his research was in two overlapping areas: (i) the role of omega-3 fatty acids in brain development and human health, and (ii) the role of ketones in brain development and human brain evolution.



In 2003, Dr. Cunnane was awarded a senior Canada Research Chair at the Research Center on Aging and became a full professor in the departments of Medicine and Physiology & Biophysics at the Université de Sherbrooke. The two main themes of his current research are to – (i) use imaging techniques to study the impact of changing brain fuel metabolism on cognitive function during aging and (ii) to understand how and why omega-3 fatty acid homeostasis changes during aging. He has

published over 300 peer-reviewed research papers and was elected to the French National Academy of Medicine in 2009.

Aizan Hirai, MD, PhD, is a clinical researcher specialized in endocrinology and metabolism. He has performed basic and clinical investigations concerning anti-thrombotic and anti-atherosclerotic effect of EPA. Almost 35 years ago, he had reported the first field research on EPA and thrombotic disorders in Japan (Hirai et al. *Lancet*. 1980 Nov 22(8204):1132-3). Using highly purified EPA prepared by Nissui, Dr. Hirai and his colleagues have established the clinical usefulness of EPA for the treatment of cardiovascular disorders. Dr. Hirai was the Director of Chiba prefectural Togane Hospital from 1998 to 2014. Dr. Hirai is currently a Representative Director of The Japanese Multidisciplinary Academy of Prevention (JMAP, <http://jmap.or.jp/>).



Manfred Lützw, PhD, is the director of saqual GmbH, a Swiss company that provides services and advice on food safety issues, policies and strategies on food ingredients and animal feed. Dr. Lützw was previously with the Food and Agriculture Organization of the United Nations, where his main responsibility was the management of the Joint FAO/WHO Committee on Food Additives (JECFA) as FAO Joint Secretary to JECFA. He continues to be actively involved in international discussions on food chemicals regulations and other food and feed safety issues at the European and international level (Codex Alimentarius Commission, European Union, EFSA, WHO, FAO) and he regularly holds training seminars and workshops for experts on these matters.



Joseph V. Rodricks, PhD, DABT, is the founding Principal of ENVIRON, and an internationally recognized expert in toxicology and risk analysis. He has consulted for hundreds of manufacturers, government agencies and for the World Health Organization in the evaluation of health risks associated with human exposure to chemical substances of all types. He came to consulting after a 15-year career as a scientist at the US Food and Drug Administration (FDA), where he served most recently as Associate Commis-



sioner for Health Affairs. He has more than 150 scientific publications and has received honorary awards from three professional societies for his contributions to toxicology and risk analysis.

Tom Clough is Managing Director of Health Strategy Consulting (HSC), which he founded in 1999. The firm is the leading strategic advisory firm in the global health & nutrition industry. To date, HSC has performed over 700 projects with clients across the globe. Tom has significant experience in working with clients on key strategic issues that will identify market opportunities, create execution plans and implementation to harness opportunities, and boost growth. He received two B.S. degrees with honors in Food Engineering and Chemical Engineering from the University of Massachusetts, and an MBA from the Harvard Business School.

Gijs van Wulfen is a keynote speaker on innovation and the founder of the FORTH innovation method, a proven



structured way to ideate new products, services and business models. He is a LinkedIn Influencer with more than 260,000 followers worldwide and he was chosen in the top 10 of the International Top 40 Innovation Bloggers three years in a row. He is a best selling author on innovation. His latest book is titled *The Innovation Expedition*, a visual toolkit to start innovation.

Dr. Carlos Paredes is President of Intelfin Estudios & Consultoria SAC (a private economic and financial consulting firm), Professor at the Graduate School of the Universidad del Pacífico, research associate at the Research Center of the Universidad del Pacífico (CIUP) and a columnist in *Gestión*, a widely read economics and business newspaper in Peru. He has served as Chief Economist at the Ministry of Finance, Executive Director of GRADE, Research Associate at the Brookings Institution in Washington DC and research associate at the



Wild Caught Alaskan Omega-3 Concentrates

- MSC-Certified Wild Alaska Pollock Source
- Up to 80% EPA + DHA with Exceptional Freshness (TOTOX <5)

Instituto del Peru. Paredes has been an adjunct professor at the Universidad de San Martin de Porres (USMP), at the MBA program of the Universidad de Piura, at ESAN (a top-ranked graduate school of business administration in Lima) and at IESA (a graduate business school) in Caracas, Venezuela. Paredes has also been a consultant to the World Bank, the Inter-American Development Bank and the Andean Development Corporation.

Andrea Wong, PhD, is an integral part of CRN's science and regulatory affairs department, responding to emerging scientific and regulatory issues as well as advocating for science-based nutrition.



Her regulatory expertise includes a working knowledge of international health claims, preparation of technical submissions to international regulatory agencies, and designing regulatory strategies for marketing products in global jurisdictions. Prior

to joining CRN, she worked as a senior scientific and regulatory consultant for the highly respected consulting firm Intertek Cantox, formerly Cantox Health Sciences International, in Ontario, Canada. Dr. Wong has published in scientific journals, including Regulatory Toxicology and Pharmacology. Dr. Wong earned her B.S. in Life Sciences from Queen's University in Kingston, Ontario, and her Ph.D. from the University of Toronto, Ontario.

Catharine Clark, MS, CNS, LDN is a former corporate executive with a passion for Wellness.



She has over 20 years of Blue Chip experience (P&G, GE, and IBM) in a variety of roles and executive positions. Catharine has partnered with preeminent biochemist Bill Lands, PhD to bring Bill's 50 years of outstanding research to the forefront: Omega 3-6 Balance. As a Fellow in

Nutrition Policy at the Office of Disease Prevention and Health Promotion at the Department of Health and Human Services, Catharine was the liaison between all HHS organizations (including the NIH, CDC, and FDA) and the US Department of Agriculture for all nutrition publications at the federal level. Catharine is a nationally board certified clinical nutritionist. A stickler for peer-reviewed, evidence-based practices, Catharine is a certified Master Black Belt (MBB) in Six Sigma.

Jacques Delarue, MD, PhD, chairs the Department of Nutritional Sciences of the University Hospital of Brest (France). He chairs the Breton Research Federation in



Food and Human Nutrition, which gathers six teams from Brest and Rennes Universities that each work in the field of Human Nutrition. The central translational research theme of this Breton Research Federation is the study of the metabolic effects of marine omega 3 (models: human hepato-

cytes, rodents, obese minipigs, healthy humans and patients). For many years, the scientific activity of Dr. Delarue's own research team focuses on the ability of marine omega-3 fatty acids to modulate insulin sensitivity. Models used are rodents and humans. Dr. Delarue is former president of French Nutrition Society and currently Vice-President in charge of International Relations. Since 2015 he has been the President of French Federation of Nutrition.

Rachel Murphy, PhD, is an Assistant Professor in the School of Population and Public Health at the University of British Columbia in Vancouver, Canada.



The goal of Dr. Murphy's research program is to reduce the risk of chronic disease through modifiable factors including a healthy diet, healthy body weight and being active. She received her PhD in Nutrition and Metabolism from the University of Alberta. Her research focused on a clinical

trial that tested the effect of omega-3 fatty acids on cancer cachexia and response to chemotherapy. Dr. Murphy received post-doctorate training in epidemiology at the National Institute on Aging. Her post-doctorate focused on understanding the role of nutrition and obesity on chronic disease risk and was supported by a prestigious Banting Fellowship from the Canadian Institutes of Health Research. She was also awarded an NIH/Office of Dietary Supplements grant to support an epidemiologic study of omega-3 fatty acids and chronic disease risk in older adults. Dr. Murphy is active in population research, public health and community knowledge translation. She aims to translating her research to health promotion strategies with the goal of reducing preventable cancers and chronic diseases.

Dr. Michelle Wiest's research experience lies in epidemiological and biostatistical methods, particularly



the development of analytical methods for analysis and study design for population-based applications. She has worked in the biotech industry, as a senior biostatistician at Murdoch Children's Research Institute in Melbourne, Australia, and is an associate professor of statistics at the University of Idaho. Through her experience in industry and academia, she has a breadth of experience working with scientists and clinicians to design preclinical and clinical experiments evaluating interventions, developing diagnostic tests for metabolic diseases, and modeling lipid metabolism.

Yutaka Matsuoka, MD, PhD, is a Chief of the Division of Health Support Development, Innovation Center of Supportive, Palliative and Psychosocial Care, National Cancer Center, Tokyo Japan. He graduated from the Jikei University School of Medicine in 1993 and initially trained as a general practitioner for two years before specializing in psychiatry and mental health. He received his PhD in general psychiatry and clinical neuroscience from Hiroshima University in 2003. His major research interest is the prevention and prediction of psychological distress among physically-ill patients, such as those with cancer, accidental injury, or cardiovascular disease. He has authored or co-authored more than 80 articles in the international literature. Dr. Matsuoka is engaged in an effort to create a new academic area that becomes a bridge between nutrition, behavior and mental health. He conducted a first clinical trial of omega-3 PUFAs for attenuation of PTSD symptoms among rescue workers after the Great East Japan Earthquake in 2011.

Thomas Van Dyke, DMD, PhD, is Vice President for Clinical and Translational Research, and Chair, Department of Periodontology at the Forsyth Institute in Cambridge, MA. His research interest is understanding the structural and functional relationship of the inflammatory



area that becomes a bridge between nutrition, behavior and mental health. He conducted a first clinical trial of omega-3 PUFAs for attenuation of PTSD symptoms among rescue workers after the Great East Japan Earthquake in 2011.

Thomas Van Dyke, DMD, PhD, is Vice President for Clinical and Translational Research, and Chair, Department of Periodontology at the Forsyth Institute in Cambridge, MA. His research interest is understanding the structural and functional relationship of the inflammatory



Trusted around the globe. Epax.[®]

Epax is an ultra-pure, science-based line of condition-specific Omega-3 concentrates that are the result of over 170 years of manufacturing expertise. If you're looking for a high-quality Omega-3, trust your brand to FMC Epax.



For information and free samples contact us at +47 7013 5960 or epax.sales@fmc.com

www.fmc.com/epax
Part of FMC Corporation

Ask any fish where they get their Omega-3s?



Fish and krill don't produce Omega-3s, algae does.

For your next Omega-3 product, don't buy downstream.

Go directly to the source for EPA-rich, polar-lipid, sustainably sourced Omega-3s.

alme^oga^{PL}

Visit us and download our infographic at www.almegapl.com

An ingredient from Qualitas Health

© 2016 Qualitas Health

process by defining the complex interactions between phagocytic cells and their environment, particularly microorganisms, in periodontal and other infectious diseases. Dr. Van Dyke is also involved in clinical research and clinical trials focusing on drug treatment for periodontal disease, local delivery systems, and clinical trials of anti-plaque/anti-gingivitis agents, local anesthetics, regenerative



periodontal therapies and early onset periodontitis. He received his DDS (1973) from Case Western Reserve University; MS (1979) from SUNY at Buffalo in Oral Sciences; Periodontics Certificate (1980) from SUNY at Buffalo, and his PhD (1982) from SUNY at Buffalo in Oral Biology. Dr. Van Dyke has published 300+ original articles, and numerous abstracts and book chapters. He is best known for his work on the pathogenesis of juvenile periodontal diseases, resolution of inflammation in neutrophil biology, and clinical research.

Jørn Dyerberg, MD, DMSc, and Hon. DMSc, is a leading authority on the benefits of omega-3 fish oils. After receiving his degree in medicine from Århus University in 1964, Dr. Dyerberg went on to make a groundbreaking discovery in 1971, which was published in *The Lancet*. The study linked a diet rich in omega-3



fish oils with heart health, something he and a fellow doctor, Hans Olaf Bang (now deceased), discovered while researching an Inuit population on the coast of Greenland. Since this revolutionary find, the cardiovascular benefits of omega-3 fatty acids docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA) have been confirmed by hundreds of other clinical studies. Dr. Dyerberg has authored more than 350 publications, spoken at conferences around the world and received numerous honors and awards. Drs. Dyerberg and Bang were also nominated for a Nobel Prize.



Start Smart.

KD-Pür® DHA

Supporting the development and maintenance of brain function.

 **KD Pharma**



GMP and ISO analyses for the safety of your products

Dioxins | 209 PCBs | PAHs | PBDEs
Heavy metals | Pesticides | and more ...

www.dioxins.de

CONFERENCE SPONSORS

PLATINUM



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



DSM Nutritional Products, the global leader in nutrition, is the world's premier producer of vitamins, carotenoids, custom blends, Omega-3 & 6 LC PUFAs and nutraceuticals to dietary supplement and food product manufacturers. DSM Nutritional Products has global R&D capabilities and an international network of technical service, production and distribution facilities.



Golden Omega is a Chilean company focused on producing high quality omega-3 concentrates with up to 85% EPA and DHA obtained from fish oil using our patented technology. Completely vertically integrated with 100%

traceability and control over the supply chain, Golden Omega's state of the art production facilities are built to FDA pharmaceutical standards with onsite pilot plant capabilities. Golden Omega's products are ultra-refined with extremely low contaminant levels that are continually verified by third party analysis. Golden Omega is located in Northern Chile adjacent to the pristine fishing grounds of the South Pacific. Our proximity to this natural resource is integral in reducing our ecological footprint. Golden Omega is also dedicated to raw material sustainability by obtaining and maintaining the following certifications: IFFO-RS Chain of Custody and Friend of the Sea.

GOLD



Aker BioMarine is a leading supplier of krill-derived products to the consumer health and wellness and animal nutrition markets. Superba™ Krill, Aker's flagship product, is a pure, natural source of the health-promoting EPA & DHA omega-3 essential fatty acids and the naturally occurring antioxidant astaxanthin. The uniqueness of Superba™ Krill is that the omega-3 fatty acids are provided in phospholipid form. As part of their commitment to demonstrating and substantiating the health benefits of its krill products, Aker sponsors *in vitro*, *in vivo* and human clinical research to help demonstrate the safety and efficacy of Superba™ Krill. Phospholipid omega-3s, such as those found in Superba™ Krill, are important nutrients for a healthy heart and brain as well as healthy inflammation.



Alaska Omega® omega-3 concentrates start from trimmings from wild-caught Alaska Pollock from the Bering Sea - a supply chain based 100% within North America. This robust and bountiful Alaskan fishery has been cer-

tified sustainable by the Marine Stewardship Council (MSC) since 2005. Refined and concentrated in the family-owned and operated NSF-certified GMP facility located in midwestern Ohio, AlaskOmega® omega-3 concentrates are available worldwide up to 85% Total Omega-3 (EE and rTG).



Catalent is a global leader in innovative oral and topical softgel technologies for the consumer health market. We have been producing consumer health products since 1933 and today, we partner with 20 of the leading global consumer healthcare companies. Our softgel technologies are suitable for a wide range of consumers and relevant in all key consumer categories. With the most consumer-preferred formats and our advanced development formulation expertise, we can help your brands grow with unique, tailored solutions for your OTC, nutritional supplement, and skincare challenges. We can help get your consumer products to market faster and more efficiently by leveraging our proactively developed products, unmatched fill formulation and development expertise, wide range of shell formulations and unlimited possibilities in product shapes and colors. We offer the widest choice of unique, proven technologies and highly-versatile dose forms, ideal for young and old.



Marine Ingredients™

Marine Ingredients has specialized in producing high quality omega-3 capsules and liquids for over thirty years. We are pleased to announce that we are now a fully vertically integrated primary producer, offering omega-3 manufacturing, product formulation, liquid bottling, softgel manufacturing, and finished retail packaging. 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. Certifications include Friend of the Sea, NSF and MSC.



TASA Omega is the first 100% vertically integrated omega-3 fish oil concentration facility in Peru and offers security of supply and ingredient traceability from sea to shelf. Our parent company TASA is the leading harvester of fish meal and crude fish oil from the Peruvian anchovy fishery and provides both a reliable & sustainable source of omega-3 for the refining & manufacture of EE & TG concentrates at our world class manufacturing and R&D facility in Pucusana, Peru.

SILVER



With more than 75 years of experience in the health and nutrition industry, **FMC** has a deep understanding of the complexity of product formulations and a proven portfolio of naturally-derived ingredients and formulas. Epax® omega-3 is a leading industry brand of concentrated condition-specific marine omega-3 fatty acids. Epax omega-3 formulas are highly purified and sourced from human-grade, sustainable and traceable raw materials. The strict purity specifications for Epax meet or exceed established standards such as GOED Omega-3 Voluntary Monograph and those of EU. The FMC omega-3 processing quality system is compliant with US FDA and Norwegian Medicines Agency standards.



KD Pharma are The Omega-3 Solution Experts. We provide KD-Pür® Omega-3 APIs and concentrates to both the pharmaceutical and nutraceutical industries worldwide. Since its beginning, nearly 25 years ago in Germany, KD Pharma has excelled in separation technology.

Today, KD Pharma employs the largest repertoire of state-of-the-art purification technologies to include its patented Super Critical Fluid (SCF) method of producing high concentrate omega-3 EPA and DHA. This and its large cGMP manufacturing capacity provide KD Pharma the unique flexibility to produce selective Omega-3 concentrations that are unsurpassed in quality and purity. To learn more about KD Pharma and our products, visit www.kd-pharma.com.



Almega PL is a unique source of high-quality EPA-rich and polar lipid-rich omega-3 oil extracted from a natural strain of microalgae. Almega PL contains polar lipids—phospholipids and glycolipids—for improved bioavailability. As a sustainable source of omega-3s, Almega PL is grown in open ponds in Texas, where there is no impact on the fragile marine eco-system. The non-GMO and vegetarian source of Almega PL is a new, innovative source for omega-3s. Almega PL is manufactured by **Qualitas Health**. Qualitas Health develops high-value vegetarian food supplements and pharmaceutical ingredients based on microalgae. With deep experience and expertise in algae cultivation and extraction gained from the biofuels sector, Qualitas has developed a unique and proprietary technology for strain selection, sustainable algae farming, harvesting and oil processing.

BRONZE



Margildi has specialized in winterization of fish oils with high stearin content (patent pending). Our technical know-how enables production of omega-3 products originated out of new sources, e.g. mackerel oil,

herring oil and capelin oil. All these fish oils are of high quality, have unique stability that results in long shelf life and very moderated taste and smell. These fish oils do thus suit exceptionally well as ingredients for functional foods and infant formula and of course also for other applications e.g. for food supplements and pet food.

PRE-CONFERENCE WORKSHOPS



eurofins

GfA Lab Service

Founded in 1988, **Eurofins GfA Lab Service GmbH** is one of today's worldwide leading dioxin laboratories. The main focus of the analytical portfolio is the examination of organic contaminants like dioxins and PCBs in the ultra-trace range in all kind of matrices like fish oil, fish meal, all kind of feed and food, human and environmental samples. Representative for a number of parameters, Eurofins GfA Lab Service GmbH examines in almost every matrix dioxins and furans (chlorinated, brominated, mixed-halogenated), PCBs, brominated



- Strategic Insights
- Trusted Content
- Expert Leadership



flame retardants, poly- and perfluorinated chemicals (PFCs) as well as organotin compounds. Eurofins GfA Lab Service GmbH is one of the few worldwide laboratories that is able to analyse all 27 POP substances banned or regulated in the Stockholm Convention, to do the analysis of all 209 PCBs according the California Proposition 65 and last but not least to analyse dioxins and PCBs according the GMP (Good Manufacturing Practice) quality standard.



MARIS OMEGA-3 is **IOI**'s brand for premium quality, ultra-low oxidized marine omega-3 ingredients. The company, founded 1920, serves customers around the globe with specialty omega-3s for nutritional supplements and functional foods. IOI provides customers a deeper understanding of the complex omega-3 landscape. May you be interested in fishery and raw material issues, supply chain traceability, sustainability certifications, novel omega-3 sources, clinical research, health claims or regulatory issues: We are happy to update you on the most recent developments.



Nutrasource is a contract research organization and consulting firm that helps dietary supplement, food and pharmaceutical companies navigate the regulatory framework and successfully bring products to market. Nutrasource has been a key player in the omega-3 space since it was founded in 2002, assisting our clients with scientific research, product development and market launch strategies including omega-3 drug development, health claim substantiation, product testing and method development, companion diagnostic tests for measurement of omega-3, regulatory approvals and all aspects of compliance according to the requirements set by the U.S. FDA, Health Canada and other regulatory bodies globally. Nutrasource is also the creator and exclusive provider of the globally recognized International Fish Oil Standards (IFOS) Pro-

gram, a third party testing and certification program for fish oils.



OmegaVeritas is a contract laboratory focusing on authenticity testing of marine oils. By using a unique fingerprinting technology, OmegaVeritas is the only commercial laboratory that allows their customers to verify species and origin of their omega 3s. The company was founded in 2014 in close co-operation with the renowned Norwegian R&D-institute SINTEF Fishery and Aquaculture. They are becoming the preferred partner in authenticity testing and NMR-analysis and the main goal is to help industry meet the growing demands for documentation of traceability and sustainable sourcing.

MEDIA PARTNERS





Brighter lives.

As the global leader in vitamins, carotenoids and nutritional ingredients, DSM's innovative solutions help to enhance products, improve people's lives and create a healthier future.

To learn more, contact us at 1-800-526-0189 or go to www.dsm.com/human-nutrition

think outside the bottle

Omega-3 Pioneers since 1838

Complete solutions for
innovation & growth

Talk to us about your innovation needs:

- Unique claims, on new science
- Breakthrough technologies
- Novel concepts, validated
by consumers



 **BASF**
We create chemistry

contacts: albert.strube@basf.com oyvind.ihle@basf.com