

Member Services Pillar Summary: Membership

ORIGINAL GOALS	2021 RESULTS	2022 RESULTS	2023 RESULTS (to date)
Increase brand membership to 30% (from 24%)	Increased brand membership to 25%	Increased brand membership to 27%	Increased brand membership to 30.4%
Increase membership in Asia to 20% (from 13%)	Increased membership in Asia to 18%	Membership in Asia changed to 17%	Increased membership in Asia to 20%
Identify 40 brand prospects	Identified 28 new brand prospects	Identified 24 new brand prospects	Identified 16 new brand prospects
Identify 20 Asian companies as prospects	Identified 28 new Asian prospects	Identified 16 new Asia prospects	Identified 26 new Asia prospects
Bring in 5 brand members	Secured 8 new brand members	Secured 8 new brand members	Secured 6 new brand members
Bring in 5 Asian members	Secured 6 new Asian members	Secured 4 new Asian members	Secured 7 new Asian members
Host GOED pavilions at trade shows	Hosted the GOED pavilion at 2 trade shows	Hosted the GOED pavilion at 4 trade shows	Hosted the GOED pavilion at 4 trade shows
			Secured 5 new Affiliate members

Note: In 2020, we had 148 paid members and in 2023 we have 181 paid members. This excludes partners.

Membership: 2023 New & Upgraded Members

COMPANY	SUPPLY CHAIN POSITION	COUNTRY	MEMBER LEVEL	NEW/UPGRADE
Runke	Algae Oil Supplier	China	Plus	New
Eczacibasi Ilac Pazarlama A.S.	Brand	Turkey	Base	New
Vibefarma (Vibe Nutraceuticals)	Brand	Spain	Base	New
Biodroga	Refiner & Concentrator	Canada	Plus	New
Kerry/Bioscience Life	Refiner & Concentrator	Spain	Plus	Upgrade
Marex Global Sourcing SAC	Distributor	Peru	Base	New
Xiamen Huisin Biotech Co., Ltd.	Refiner & Concentrator	China	Base	New
ProCaps	Contract Manufacturer	Columbia	Affiliate	New
NutraPak USA	Contract Manufacturer	US	Affiliate	New
Custom Food Ingredients Sdn Bhd	Refiner & Concentrator	Malaysia	Plus	New
Pharma New Zealand	Brand	New Zealand	Base	New
SkySail	Consultant	US	Affiliate	New
Omega3zone GmbH	Brand	Germany	Base	New
Nofima	Research institute	Norway	Affiliate	New
FrieslandCampina Ingredients	Ingredient Manufacturer	Netherlands	Plus	New
BTG Proteins	Distributor	Poland	Base	New
NEW SINCE LAST BOARD CALL				
Truen Nutrition	Brand	Korea	Base	New
Eternal Grace	Brand	China	Base	New
Lipid Analytical Labs	Testing Lab	Canada	Affiliate	New
Chempoint	Ingredient Manufacturer	Korea	Base	New

NEW MEMBERS YEAR TO DATE:

- Brand Members: 6
- Asian Members: 7
- Affiliate Members: 5
- **Total New Members: 19**

Member Services Pillar Summary: Engagement Overview

- Distributed a brand member survey in April
 - Received 12 members responses – 9 were Base level members and 3 were Plus level members
 - Members were from 10 different countries (Canada, Israel, Italy, Malaysia, Netherlands, Norway, Poland, Spain, Turkey and USA)
- Distributed the 2023 Member Survey in June (results shared previously with GOED board)
 - Received 80 responses from member companies as of end of July (44 percent response rate)
 - Members were from 24 different countries
- Held 47 one-on-one meetings with members through teleconference calls and at Vitafoods Europe, CPHI Korea, and Vitafoods Asia
 - More meetings are planned for IFFO and SupplySide West
- Hosted the Technical Committee call in September in an Asian time zone to accommodate this segment of membership
- Held quarterly Member Services Committee calls for Base and Plus level members, and launched a LinkedIn Group for members
 - *GOED is considering discontinuing both items since members are not participating in them*
- Provided the 2023 Ingredient Market Report Industry Summary to Base level members in response to requests for access to market research
- Visited India, Korea, and Thailand to engage Asian members
 - Visiting China and Australia in November as well

2023 Engagement Overview: Newsletter Readership

- Roughly one-third of known contacts at current GOED member companies are subscribed to the *GOED Current*

Membership Level	Subscribed		Not subscribed		Total
	Percentage	Count	Percentage	Count	
Leadership	36%	321	64%	570	891
Plus	34%	379	66%	720	1,099
Base	34%	282	66%	546	828
Affiliate	43%	27	57%	36	63
Partner	15%	30	85%	170	200
Grand Total	34%	1,039	66%	2,042	3,081

2023 Engagement Overview: Resource Downloads

- GOED members downloaded market research more than any other category, followed by technical and sustainability resources.
- Pattern's report on the Amazon sales channel, followed closely by the GOED Monograph, are the most downloaded individual items.

Type of Resource	GOED Resources Downloaded YTD	Downloads	% of total top downloads
<u>Market</u>		636	47.29%
Legacy reports		330	24.54%
2022 IMR - Report		74	
2022 IMR - Slides		41	
2022 IMR - Data workbook		39	
2023 IMR - Slides		71	
2023 IMR - Report		46	
2023 IMR - Data workbook		31	
2022 Finished Product Report		28	
New reports		306	22.75%
Pattern - Unveiling the Omega-3 Category on Amazon US		199	
Mintel New Product Report - North America		57	
Mintel New Product Report - Asia		30	
Mintel New Product Report - Europe		20	
<u>Technical</u>		295	21.93%
Legacy reports		223	16.58%
GOED Monograph		193	
Oxidation in Omega-3 Oils		30	
New reports		72	5.35%
Meeting Label Claims Advisory		72	
<u>Sustainability</u>		156	11.60%
New reports		156	11.60%
Sustainability Horizon Scan Report		136	
Presentation Slides - The 6AM Agency + Gillian Fish re: Sustainability Marketing		20	
<u>Regulatory</u>		123	9.14%
Legacy reports		123	9.14%
Omega-3 Claims Compilation		91	
Global Recommendations Summary		32	
<u>Science</u>		76	5.65%
New reports		76	5.65%
CSD Brain Health Report		76	
<u>Consumer</u>		59	4.39%
New reports		59	4.39%
Consumer Search Interest Report		59	
Grand Total	1345	100.00%	

2023 Engagement Overview: Partnerships

- Developed new partnerships with organizations that share our mission and/or connection to omega-3s to:
 - Provide a value-add to current members
 - Educate and build awareness for EPA and DHA omega-3s
 - Get a better understanding of other market segments or geographies
 - Secure new members
- New partnerships include:
 - ASEAN Alliance of Health Supplement Associations (AAHSA)
 - China Nutrition and Health Food Association (CNHFA)
 - Health Food Supplements Association (Thailand)
 - Korea Health Functional Food Association (KHFFA)
 - National Animal Supplement Council (NASC)
 - Pattern (e-commerce accelerator)
 - The Good Food Institute (alternative protein association)

Member Services Pillar Summary: Non-Dues

Original Pillar Plan

3	Establish non-dues revenue committee and determine sales plan	<ul style="list-style-type: none">a Set up non-dues committeeb Establish plan to focus on non-dues revenue generation<ul style="list-style-type: none">Assess existing offerings - Mkt Reports, Advertising, Enhanced Listings, Trade shows, Webinars, CSD, Misc.b1 Brainstorm new non-dues revenue ideasc Explore partnerships with other organizations to leverage GOED's non-dues productsd Add current sellable assets to the GOED website check-out inventory<ul style="list-style-type: none"><i>NEW: Add new non-dues developments inventory</i>
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Status

- Non-dues committee established
- Additional report offerings added
 - New product trends
 - Consumer search interest
 - New packages
 - IMR digests
 - “New to the industry” package
- Experimented with new sales tools

Member Services Pillar Summary: Non-Dues

Main tasks completed to date in 2023:

- Transferred sales leads and engagement tracking to HubSpot, a fully integrated CRM that allows us to create automated and semi-automated sales campaigns quickly and with greater recordkeeping consistency.
- Further enhanced our ability to track behavior on GOED's storefront.
- Published digests of the Ingredient Market Report and a form where customers can request custom digests.
- Conducted a 50%+ off flash sale in March/April, doubling the volume of sales during the same period, year-over-year.
- Wrote a first-of-its-kind report for GOED studying consumer internet search trends about EPA+DHA globally.
- Offered additional advertising space to Affiliate members via a new advertising program.

Member Services Pillar Summary: Non-Dues

Brainstorming how to increase non-dues revenues

Known objections to buying a GOED report:

- We want an 'outside opinion' on the market — GOED is too connected to the industry.
- We want a report that tells us what we want to hear/looking for more optimistic projections.
- Cost is too high (response: offer older editions of report or individual IMR digests)

For consideration:

- Do customers not know that we exist?
- Are our prices too high?
- What changes should we consider to start selling more reports/what's not working?
- Who is our actual potential report audience?