

Communications Committee Call Agenda | February 20, 2024

Attended:

- GOED: Elana Natker, Ellen Schutt and Vicky Lin
- Laurel Sterling, Carlson Laboratories
- Sarah Christianslund, Epax
- Dimitri Sclabos, Tharos
- Ove Wikstrom, BASF
- Jonas Tornquist, Natural Pharmaceuticals
- Alp Diyar, EasyVit
- Chelsea Broderick, Nature's Way Canada
- Geoff Wills, Nature's Way Canada
- Francisco Grasso, Brudy Technology
- Sapna Misra, Bizen Chemical
- Sinan Muderrisoglu, Sifar Ilaclari

Welcome new/returning members:

- Laurel Sterling, Carlson
- Julia Chamberlin, Pharmavite
- Jason Polreis, OmegaQuant
- Francisco Grasso, Brudy Technology
- Marie Jane Fallourd, Fermentalg
- William Perera, Fermentalg
- Alp Diyar, EasyVit

Main topic: review and discuss new infographics [Elana/All]

Infographic drafts: [Consumer version](#) & [HCP version](#)

- Elana - The idea is to talk about omega-3 sources. We get a lot of questions like “what is the difference between fish and krill?” or “what are the vegan/vegetarian sources?” We have a consumer version and an accompanying one for HCPs. I want HCPs and consumers to look at this and know these are my sources of EPA and DHA omega-3s. We are open to your thoughts and feedback.
- Geoff - It feels odd that one of the sources is branded when others are general commodities.
- Sapna - That stood out to me too. Are we not confusing the consumers with canola oil though? I feel like there's too much text and too much reading.
- Geoff - I think the main message should be it doesn't matter the source, and what's important is getting your EPA and DHA omega-3s.
- Ove - I think we should categorize by sea and what's from land. Less is more. I would say the importance of omega-3s and list different sources underneath.
- Sarah - I think we shouldn't include ALL the sources.
- Ellen - There is also a camelina product on the market. Maybe we need a GM plants section. We need to figure out the language though. I'd like to make it more inclusive so we don't need to update this constantly.
- Laurel - We put non-GMO because people want to stay away from that.
- Dimitri - With consumers, I sometimes just say marine oils and I skip the words fish.
- Ellen - Someone would argue algae is not a marine source. GOED considers algae as a marine source.
- Dimitri - I agree that algae is not marine. Would it just fall under plants?
- Elana - Here I'm saying that if you want to find it naturally in food, it's fish. If you want supplements, these are the sources. With biotech foods, that complicates things.

- Ellen - If our goal is to let people know these are sources, I don't know if we need buckets.
- Sarah - I think we should say EPA and DHA and have a list of all the sources.
- Jonas - We can't have one brand there.
- Sarah - I think we need Katrina here, but I think consumers may be more comfortable with the word "bioengineer."
- Elana - With Katrina's presentation before, people are not opposed to the word GMO.
- Sarah - Then use it. I'd rather us be upfront about it than having it backfire in the future.
- Elana - I'm brainstorming out loud. What if we change the design, where it's more a store shelf. It's got generic bottles of salmon, fish oil. When you're looking at your shelf, here are the sources. This way it'll have less text. We can have a postscript about GMO (I'm not sure where to find them in the store to be honest).
- Ellen - "Confused about omega-3s? EPA and DHA is what you should care about" followed by a bunch of bottles that are good sources.
- Elana - As a dietitian, I'd like to talk about fish somewhere.
- Ellen - Maybe we don't need to talk about fish, just "if you're confused about supplements. Here's what you need to know."
- Geoff - There's a variety of reasons why people don't eat fish; that's why supplementation is the most widely accessible way. The more we focus on sources, the more we might confuse people.
- Laurel - I really like the "how to read a supplement label" infographic. It's our most popular one. We bring it to a lot of our training sessions. Some stores even laminate it and put it beside our products.
- Elana - [We have an unbranded version.](#)
- Elana - HCP one is this one. The copy is different, but not a lot. Perhaps the same type of idea here.
- Sarah - Same for me; I'd rather focus on EPA and DHA content than the sources.
- Chelsea - I think the EPA and DHA message jumped out more at me with this one. Whereas I started reading from the middle in the other one.
- Francisco - Same comment about the brand.
- Sarah - I like that bottom message.
- Sapna - This one talks about the best sources whereas the other one says supplement types. I just think they should be consistent across both.

Global Omega-3 Day – what are your companies doing?

- Elana - March 3rd is Global Omega-3 Day. Please let us know what you're doing. It allows us to track and reshare.
- Chelsea - I'm with Nature's Way Canada; we are repurposing GOED's content.
- Sarah - We're reusing GOED's content as well.
- Laurel - We are doing sweepstakes; we have something going on for sure. Perhaps with the toolkits.
- Jonas - We are also doing something digital. We do something on all of our channels.
- Vicky - Please use the hashtags [#GlobalOmega3](#) [#AlwaysOmega3](#)

Brainstorm: Industry-funded consumer education effort [Ellen]

- Ellen - I've had conversations with other brands and I think there's an appetite within the

industry to put together some kind of coalition to focus on non-branded "EPA and DHA are important" consumer education that could benefit the whole category. We did something similar in 2014. The messaging will be a challenge. If any of you are interested, please let us know. We've heard from an ingredient supplier that may be interested. Think about it and email me; I can put together a group of interested people, and we can talk about it.

- Sapna, can you remind us how it went in 2014? Perhaps highlight what worked like sales went up 3%.
- Ellen: In Charlotte Carolina, we did billboards, we worked with Google and had a Youtube ad campaign. For the test market, we did it with GNC in North Carolina, it was a 3-4 month long campaign. I'll pull the press releases and share it with everyone. We made a difference, but it was hard to raise money. I think we could do this again. Social media is much bigger now.
 - [Press release: Omega-3 Coalition Campaign Posts Positive Results](#)
 - [Press release: Always Omega-3s Consumer Campaign Drives Sales in Test Market](#)
- Sinan - Social media is very important; we could use it much more. We could also use influencers; GOED not being a brand could add credibility. We could have different influencers, post the same message. There will be some influencers and dietitians that want to work with GOED to add credibility too.
- Ellen - With social media, we can reach more people globally. The challenge will be to have a consistent message.
- Sinan - Instead of a local ad, GOED should spend money on a message for the whole country.
- Sarah - Maybe we can spend more time on social media during these meetings.

Communications Committee breakfast at GOED Exchange [Sarah/Vicky]

- Vicky - Here is a brief summary of the feedback we got back from our committee members.
 - **Topics members are interested in:**
 - How to do our jobs better, such as innovation packaging and marketing strategy from an outside source. Or if someone wants to enter India, what do they need to check off?
 - Learn from other trade associations and how they promote their categories.
 - Invite other businesses to join and present for education.
 - Divide our communications pillar into topics.
 - Tackle other committee issues that may need communication/ consumer education.
 - Pull in all GOED brands to discuss Global Omega-3 Day 6-10 months before the day.
 - **Logistics:**
 - A quarterly meeting that accommodates the Asia/Europe time zone. They also wouldn't mind if each month the meeting time is different (e.g. it doesn't always have to be 11 am EST).
 - An agenda with an objective (like an infographic, Global Omega-3 Day, or a presentation), so members would be more inclined to

- prioritize this meeting.
 - Sending the agenda out the week before is good enough so people don't forget.
 - Receiving the invitations monthly is good (so not sending it out months at a time).
 - A couple of members can't regularly attend the meetings but will read the minutes.
 - **Other comments:**
 - Some members see it as volunteering time to help and contribute to the industry, not necessarily how GOED can help them.
 - Sarah - congratulations on GOED on a successful Exchange. If you couldn't go I recommend seeing the AI presentation.

Updates on global markets [Elana]

- Elana - We are working with influencers in Turkey. One of them is a dietitian, the other is a general health influencer. The health influencer is writing an article for *Business Week Turkey*. She took my presentations and turned it into an article and it will go out around Global Omega-3 Day. I think it's nice to have something beyond social media for the business community.
- Sinan - What was your experience like when you reached out to them?
- Elana - Ellen actually met with the first one, someone from Herbalife connected us to her. She was excited to work with us. It took a lot to get it off the ground. She doesn't have the credentials but she has some reach.
- Sinan - let us know if there's something we can help with. I feel like we can find people that would do this for free.
- Elana - after March I'd like to have something to keep the conversation going.
- Sinan - Happy to help, I'd be interested to have a GOED spokesperson in Turkey.
- Elana - Great, I will follow up with you.

Housekeeping

- Next call: March 19, 2024, 11:00 a.m. US Eastern time
- Open call for member presentations, also member features in Omega-3 Insider

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