WHY YOUR FISH OIL MAY COST MORE

From the sea to the store, many factors contribute to price changes and out-of-stock notices.



The ocean is warmer

El Niño, a cyclical weather event that causes the ocean waters to be warmer than usual, is affecting small fish, such as anchovies, that supply most of the world's omega-3 oil.

Fisheries are protecting the future

Fishing seasons are being limited to keep the current fish population healthy and sustainable. Catching less today may lead to short-term cost increases due to lower supply.

Good news:
These conditions are temporary. The steps taken today protect the abundance of tomorrow.

WHAT HASN'T CHANGED:

The science-backed health benefits of EPA+DHA omega-3s.

Heart | Brain | Eyes | Prenatal

90%
of people worldwide fall short on EPA+DHA omega-3 intake.*

Worried about costs or not finding your favorite brand? Try these tips:

Assess your supply

Stock up now on your favorite brand. Spread out your intake if you need. Some omega-3s are better than none.

Try another source

There are other options for keeping your EPA and DHA intake high. For example, look for krill or algae oil.

Eat more fatty fish

Salmon, sardines, herring and mackerel are among the richest sources of EPA and DHA omega-3s.

GOED OMEGA-3
GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3

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*Schuchardt JP, Beinhorn P, Hu XF, et al. Omega-3 world map: 2024 update. *Prog Lipid Res.* Published online June 2024:101286. doi:10.1016/j.plipres.2024.101286

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