

GOED Communications Committee Call Minutes

June 20, 2023, 11 a.m. US ET / 15:00 UTC

Attended:

- GOED: Elana Natker, Kaitlin Roke, Vicky Lin
- Sarah Christianslund, Epax
- Dimitri Sclabos, Tharos
- Maria Avendaño, Naturmega
- Fabio Bejarano, Solutex
- Yvette Fernandez, Nutrasource
- Chelsea Broderick, Nature's Way
- Sapna Misra, Bizen Chemical
- Bettina Buzzi, Fermentalg
- Ilke Balci, EasyVit

Pre-read: [May social media report](#) (see attached)

- Elana: For those who are new, I usually attach it with our agenda, we just like to share everything we are doing on social media.
- Sarah: We are shifting to carousels and videos and it's going really well.
- Elana: Vicky creates the carousels and it was her idea to start them. Every time we boost posts it's almost always the carousel posts and videos since those tend to perform the best.

Welcome new members:

- Chelsea Broderick: I'm the Brand Manager at NutraSea and I'm based in Nova Scotia, Canada. We leverage a lot of GOED's materials in our work. Excited to be a part of this committee.
- Bettina Buzzi: I'm in charge of technical support and marketing at Fermentalg, we are a French company and we produce omega-3 from algae.
- Erica Franco, Corbion – not here today.

[Retailer toolkit](#) (in development)

- Elana: Vicky is putting together a toolkit that we can give to retailers. Carlson recommended that we put something together for retailers to market omega-3s. It's something they asked us to create.

- Dimitri: I think this addresses a lot of questions that we get from family, friends, and customers.
- Sarah: We are all trying to fill our social media feed. You need to post something every day if you're working with consumers. I like this. It tells you what you can talk about.
- Elana: This is for retailers, but any GOED member can reshare them on LinkedIn.
- Chelsea: To have visibility on what GOED is communicating throughout the year is helpful. We can help amplify and talk about the same things as well. Canada and the US talk about similar things. Our retailers are always asking us for inspiration for social media. Have we actually developed in-store tools? I know we have infographics, but they're a bit big for in-store. We're trying to do more education in-store. What more can we do to bring social media content in-store?
- Elana: The retailers we've worked with in the past tend to have their own graphics specs and just ask us for logos and information. We also ask GOED member brands whether they would want to do some promotion, like leaflets. We did a collaboration with retail chain Hy-Vee (a supermarket chain in the central part of the US) in March. It incorporated OmegaQuant and Nordic Natural to provide samples and marketing materials. We try to work with brands already sold in Hy-Vee. If there's a chain in Canada that you sell in, maybe we can work with them too, we would be happy to collaborate. We would like to do more point-of-purchase stuff.
- Chelsea: Canada is more strict about what brands can educate consumers.
- Elana: That's where it would be nice for GOED to step in because we're not a brand.

Presentation in August

- Elana: For our August meeting we've asked the social media agency we work with, Sawgrass, to be the speaker. For the new folks, these invited presentations are usually around 15 minutes and then some Q&A. Since we have time to plan, I'd like to hear from you all what you would like them to talk about. I asked to hear about the trends and what people are doing.
- Sapna: I would like to learn about what's the audience age group by platform. Are we still looking at young people? How does that differ from country to country? What are people looking for? Science facts or how to store omega-3s? What kind of fish? What are people gravitating towards? This can help us going forward. Overall age group based on platform.
- Chelsea: How are the different age groups engaging? It might be that they're not engaging; it's that they're engaging differently. TikTok is a different kind of space compared to other platforms.
- Sarah: Will it be about social media in general and then how GOED is doing on social media?

- Elana: I don't want this to be just about GOED. I want this to be helpful for all of our committee member companies.
- Sarah: Maybe at the end, we can have some insights about how GOED is doing.
- Elana: We can ask her to do a bit at the end.
- Chelsea: The age of our consumers and followers is always interesting to see. It could be interesting to see which products and ingredients are trending.
- Sarah: If they can talk a bit about TikTok. I'm interested in what they do when they run campaigns. Orkla hired some Chinese influencers and they had so many sales within the first few hours. I'm curious about what the campaigns look like and if the sales numbers persist.
- Elana: How would they know that?
- Sarah: I think the social media agency might be able to track the trend.
- Chelsea: I think they would know how things are trending on TikTok. I think there's more buying happening with the younger generation. Many things run out of stock just because they were marketed on TikTok. It might be interesting to see how we can tap into that trend. They might have some high level insight. As a brand, it's hard to get into TikTok and understand what kind of content to generate. It's something we're still figuring out.
- Elana: We only started on Instagram because we wanted to work with RDs. I'm resisting TikTok because I don't know much about it, and it's something that we need to monitor. I'd rather work with an influencer than having a platform myself.
- Dimitri: Some states banned TikTok? I'm not sure what's going to happen. It's just something we should be aware of.
- Sapna: I agree, there have been some sanctions against TikTok. We can't control what our users do. Something they can tell us is what TikTok is doing around the world and where we should focus our efforts.

Brainstorm: new infographic

- Elana: We received feedback on our infographic on how much EPA and DHA are in different kinds of fish. It's in the design phase, but I should have something to show you soon. I want to ask if you have any questions you've been getting and what tools GOED can create for you. We have information on how to store, how to read labels, brain health, heart health, and prenatal health (which is being updated).
- Sarah: What about esports?
- Maria: Yes! Aker sponsored some e-gamers, maybe that would be interesting.
- Chelsea: Like eye health and screen time?
- Maria: All of our infographics focus on human health. What if we created something for the pet food industry? I'm not sure which GOED members have supplements for pets, and we've received concentrates that are going into the pet industry.
- Sarah: I do think pet supplements are taking off.

- Elana: GOED recently attended NASC.
- Kaitlin: I think those are interesting topics. However, esports research is still so new. We need to think about whether we want to create an infographic based on just five studies. As for pet food, we feel like there's a lot of anecdotal evidence. It's something to look at and see the trends on where it's going. Just my two cents. Both of these topics are new, so it's harder to solidify compared to other topics.
- Sarah: I agree with pet supplements, but with esports, we can tie it to brain health and eye health.
- Chelsea: We're always trying to bring new customers into the omega-3 category. Dry eye resonates with gamers. It had decent results, but we really focused on our dry eye claim and not esports as a whole.
- Sarah: Infographics are really helpful, like if you have this condition, maybe you should take omega-3s.
- Elana: I think we can do it as a social media post.
- Sara: What if we just do sports in general on social media?
- Chelsea: In Canada, we can't talk about inflammation, but we can talk about arthritis and healthy aging. Something we spend a lot of time talking about is EPA, DHA, and ALA, or like omega-3 and omega-6 or omega-9. I think this is something we can focus on.
- Elana: We have some coming in July!
- Maria: What about people who run marathons or do CrossFit, where you have to put your body through intense conditioning?
- Fabio: Omega-3 by itself works like a reservoir in the body. There are studies that show how specialized pro-resolving mediators (SPMs) can help you recover faster. We released a paper about a football team in Spain. It's good to have a consistent intake of omega-3s, but it's important to supplement with other things like SPMs. I can send you the paper once we have it.
- Sara: Clearly, we're interested in sports.
- Elana: I can see that. Kaitlin just did a video on muscle recovery. From the GOED side, muscle recovery science is still emerging. I'd like to see the research when you have it.
- Kaitlin: Maybe if we do something on social media to address the trend and point people to the infographics and what the science says. But we're still learning about these niche areas, so here's what we do know.
- Dimitri: This goes beyond the scope of this committee, but we should educate our consumers about what happens behind the scenes. What happens when Peru closes down a fishery, supply is lowered, and it could impact other fisheries. At VFE, people were concerned about raw materials and pricing, which could change the buying dynamic. We assume we have it sorted out, but somehow we need to get the product to consumers. We all rely on fish oils to produce our products.

- Chelsea: I agree. That's something we're educating ourselves internally. It would be great to have something retail-facing. More educational material for our retailers so they understand. Big retailers understand, but small ones may not understand what's going on.
- Dimitri: Consumers will also say things like we're depleting the sea. It's about educating consumers that what we're doing is safe. Peru is one of the most managed fisheries, but people think it's unsustainable. People don't know or don't care, so how do we teach them nicely?
- Elana: It's tricky to teach them but also not scare them. It's like bleeding. We want to say, "Don't worry about omega and bleeding," and then they're like, "What about omega-3 and bleeding?" From our end, we do talk about sustainable fishing and fish stock but it could deter consumers if we talk about the fishing season being canceled.
- Chelsea: Some consumers know what's going on, and some don't. From a retailer's perspective, we think it's the biggest threat right now.

Sharing Wins (All/Anyone)

- Maria: This month Naturmega celebrates 15 years in the business!

Housekeeping

- **July meeting will be canceled**
- Next call: August 15, 2023, 11:00 a.m. US Eastern time / 15:00 UTC on Zoom
- Open call for member presentations, also member features in Omega-3 Insider

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