

GOED Communications Committee Call Minutes

December 19, 2023, 11 a.m. US ET / 15:00 UTC

Attended:

- Sarah Christianslund, Epax
- Jonas Tornquist, Natural Pharmaceuticals
- Dimitri Sclabos, Tharos
- Geoff Wills, Nature's Way
- Sonia Moreno, Solutex
- Katrina Benedicto, Nuseed
- GOED : Elana Natker, Ellen Schutt, Vicky Lin and Kaitlin Roke.

Pre-read: [November social media report](#)

- Sarah - it seems to do well when it's tied to a "National Day" of something.
- Elana - I agree and our carousels and reels continue to do well.

Agenda:

- Welcome new members:
 - Sinan Yilmaz, EasyVit
 - Jason Locke, Omega Brite
 - Carol Locke, Omega Brite
 - Jiyeon Lee, Solutex
- Sonia - We are opening an office in Korea. Jiyeon is from Korea so she's probably not here due to the time difference.

Turkish meetings/presentations (Elana)

- GOED 2025 plan is to get out to more markets, including Turkey. I visited Turkey twice in the past couple of weeks. The first presentation was at the Food and Supplement Summit hosted by GTBD (dietary supplements group in Turkey) and organized in part by GOED member company [Herbalife](#). [The presentation](#) focused on the importance of voluntary certification and how industry groups such as GOED help elevate the industry. It was outside of my comfort zone since it was about labeling. Officials from Turkey's Ministries of Health, Agriculture and Trade, as well as other government, industry and academic officials, were there too, along with some GOED members.
- Two weeks later I was at the Etkin Eczacilik Dernegi annual meeting and expo with a couple hundred higher-level pharmacists. The theme of this year's meeting was "Rational Use of Medicines in Neurological Diseases and the Role of the Pharmacist," so [GOED's presentation](#) was focused on the brain health benefits associated with EPA+DHA omega-3 intake. The presentation was well received and I was able to go to other exhibitor booths to talk about GOED.
- We should keep the momentum going in that market. We also want to do more for other markets in 2024, especially in Asia.
- Ellen - We are planning to organize something for HPCs and influencers in Korea. We just need to figure out the next steps. It's a market that's not doing well right now and just needs a bit more energy.
- Sonia - I agree there's still education efforts to be done there.

- Geoff - Why is the market not doing well?
- Ellen - We visited Korea in September and spoke with some of our members there. The economy is down. They have a few health claims approved and consumers are educated about omega-3s, like they look for rTG-omega-3s. But it seems like the consumers are looking for the next trend.
- Vicky - When we were there in September, Fukushima was a big topic.
- Sarah - What kind of questions did you get at the conferences in Turkey, how much did they know about omega-3s?
 - Elana - I had a translator. It seemed like they had a good understanding about omega-3s. I got a lot of questions about ADHD and children's intake levels. The exhibit floor was asking for consumer facing materials.
 - Sarah - Did we translate infographics into Turkish?
 - Elana - Some of them yes. We rely on GOED member companies in that country to help us translate. [Here](#) are the infographics we have translated to Turkey. We also have a [member brand handout](#) that we made specifically for [Turkey](#). I'd like to do more of these for more countries.

[GOED Exchange](#) – last call for registration!

- Ellen - I think everyone on this call is coming to the Exchange. Looking forward to seeing you in Athens. [Our app for the event just launched](#). We have about 160 people registered so far, people always sign up at the last minute so I hope to see more registrations in January.
- Elana - I do want to have a [communications committee breakfast on Thursday](#). I also want to talk to everyone about how to make this committee a bit more dynamic and useful for everyone. I have an agenda for this meeting. Keep your eyes open for more information.
 - Dimitri - I wonder why people think technical issues are important and communications topics are not. We are talking about topics that can improve our sales.
 - Elana - Perhaps having a topic for us to discuss will be better. I don't want this to just be about GOED's efforts.
 - Sonia - There are a lot of brands that should be here but are not.
 - Jonas - When it comes to communication/marketing, people can be secretive about what they're doing. However, it's important to change that mindset and help each other, especially if you're in a committee.
 - Sarah - As a sales person, we've been trained to not overshare.
 - Ellen - Maybe there's something we can discuss in communication/marketing that can help grow the entire category, such as Global Omega-3 Day.
 - Jonas - Maybe it's important to keep it anonymous when members share?

Geoff - Could this committee help the industry navigate concerns around the Fukushima situation?

- Ellen - GOED did develop [messaging for our members regarding Fukushima](#). It seems to be more of a concern for our members in Asia. I did get a question recently about radioactive measures in the EU.
- Geoff - Do fish from these fisheries in Asia get labeled as high risk? Issues like this may trickle down even though it's not on the radar in North America.
- Ellen - We're open to suggestions. It also depends on what information is available for us to share. Until more tests are done, there is not much to say.
- Sarah - It was a big deal between China and Japan, probably for some political reasons too.

We've been measuring our crude oils since the situation. It seems like they don't care about the ones we've been measuring and they care about the ones we haven't. It hasn't been a big topic even though we have sales in North America, Europe and Asia. And it feels like it's not as newsworthy any more and we are hearing less of it from our Asian customers.

- Ellen - I feel the same but I wonder if it's because we're not talking to our Asian members about it.

End of year – everyone please share any key learnings or major wins in 2023

- Solutex opening an office in Korea is a big win!
- Sonia - yes, we're very excited about that.

Housekeeping

- **January 16 call is canceled** because we'd like to host a committee breakfast at GOED Exchange and see everyone in person. Stay tuned for more details.
- Remember: **GOED Exchange registration is one month away. The hotel block closes very shortly** and reservations are not guaranteed at the group rate after that time. Also, reservation changes must be made before January 8 to avoid penalties. Make your reservation [here](#).
- Open call for member presentations, also member features in Omega-3 Insider.

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