

GOED Communications Committee Call Agenda

October 17, 2023, 11 a.m. US ET / 15:00 UTC

Attended:

- GOED - Ellen Schutt, Elana Natker, Vicky Lin and Kaitlin Roke
- Chelsea Broderick, Nature's Way
- Jonas Törnquist, Natural Pharmaceuticals
- Ove Wikstrom, BASF
- Sarah Christianslund, Epax
- Dimitri Sclabos, Tharos
- Maria Avendaño, Naturmega
- Katrina Benedicto, Nuseed

Pre-read:

- August & September social media reports

Agenda:

Social Media reports/Pre-reads

Elana - Social media continues to do well, especially the videos and carousel posts.

Sarah - That's good information. People like to watch videos and see pictures.

Elana - Yes, and it's sad for me because Vicky creates the carousels and our social media agency does the captions. I write the captions/copy that goes with the social media posts, but I've been told that no one reads the captions anymore - it's all about the images and videos!

Updates from recent trade shows: Vitafoods Asia, CHPi Korea, others?

Ellen - CPHi Korea was more pharma than supplements. Very small. We attended last year but didn't exhibit, and this year we did exhibit. Korea's supplement market is very sophisticated. Not sure the exhibitor presence was needed at both Asian shows. We did meet with a Korean health products/functional food association and we plan to work with them more closely. We met with Korean members too, but the show wasn't as strong as VitaFoods Asia.

Vitafoods Asia was a good show, we were very happy. It will be in Bangkok again next year but won't be co-located with a food show. Having the food show there might've brought in more attendees so we'll see how next year goes.

Sarah - Epax exhibited at both shows. The pre-show communications before Bangkok was bad but overall the shows were good quality, enough visitors.

Ellen - Naturmega was at the GOED Pavillion. Maria - did you hear how it went?

Maria - I wasn't there but Nicolas was. He had set up meetings with companies in Korea and then went to Vitafoods. He met with people at the show, too. He made new leads and connections, which was good. Ellen - what was the name of the Korean Health Supplements organization that you met with? We have gotten questions about problems with variability and test methods and want to know their health standards/parameters used for products.

Ellen - It was the Korea Health Functional Food Association (KHFF). Send me an email with the problems that you've been having and I will make an introduction.

Dimitri - I agree at Vitafoods Asia the 2nd floor was busier. It was good for GOED to attend, I'd say 90+ percent of attendees were Asian. It was good exposure for GOED, lots of seminars. We should take note of open seminars/conferences that are not paid for and try to do those. Asian attendees seem to be different than European conference attendees and ask lots of questions.

Board of Directors meeting/discussion about Communications Committee

Ellen - We had a board meeting and discussed different pillars of GOED. One of the topics was how to get this committee more engaged and what we can do differently to improve it. We talked about forming a task force, especially with brands, to discuss how to make this more impactful for members.

Elana - They acknowledge that this committee is different from other committees. Regulatory and technical committees have defined topics and a set agenda to discuss. Brand companies may not want to give away what you're working on. We want to make sure this time is well spent.

Ellen - We will follow up with you if you have any suggestions. An idea the board had was to have this committee in different regions, to better understand European and Asian markets. However, we're not sure if there's enough participation to do this. We are trying to be more global, so if there's a way to be better at that, we'd love to talk about it. Sarah, Elana, Vicky, and I will discuss it.

Sarah - We definitely want more participation. The technical and regulatory committees have very specific topics they're discussing and they also discuss them in a different way than we do.

Dimitri - We had more than 30 people at some point and now we have half of that. We might need to look at the minutes from a year and a half ago to see what happened. It wasn't a gradual decrease; we went from more than 30 to less than 20.

Ellen - I don't remember having that many people. We can check the minutes. I think when we were doing the consumer coalition to change the media conversation about omega-3s in the US eight years ago, that was when we had the most engagement.

Dimitri - In Korea, when the market was disrupted. Lots of people tried to find out what happened. Prostate cancer - that also raised a lot of interest. You invited Brasky to the GOED Exchange.

Ellen - In moments of crisis, people want to talk. Not that we want a crisis.

Dimitri - Maybe we need to identify the issue before it happens. If we can spot a few risks we think will happen and bring it to GOED members, people may pay attention to that.

Chelsea - I think we are already in a crisis with the fish oil supply. For Nature's Way, we are thinking about 100 different scenarios on what's going to happen and how that's going to impact our pricing models; maybe we can work together on a potential solution.

Dimitri - The fishery crisis is real. We never address the political side. There will be less and less salmon too. We can invite people that can talk about these issues. The political impact that goes into making these decisions. Maybe someone from aquaculture.

Ellen - Risks and issues are a good idea.

Maria - There is also talk about how the 18/12 is going to disappear and brands are starting to include EPA and DHA and Total Omega-3 on the labels. Is that happening?

Chelsea - Algal vs. fish and what's going to happen is also a hot topic right now. Retailers are now more used to price increases but we're concerned about the fish oil market shrinking in Canada. So we might see more brands exiting the market.

Ellen - One of the worries we had was that retailers are not paying attention to this, so it's good to know that they're expecting prices to go up. I know what you're saying about consumers. Things have been okay so far and we've heard the fishing season should start next week. This is not going to solve all the problems, but it'll be better. Everyone is worried, it feels better than a few months ago.

Ellen - Dimitri, it's interesting you mentioned aquaculture. Salmon feed companies are competing with the omega-3 market to buy fish oil. At the GOED Exchange, we will have a supply chain roundtable, and we purposely brought in a speaker that supplies the aquaculture market to address this

Ellen - Speaking of new frontiers, we have Katrina on this call with Nuseed's calanus product. Curious to know what your conversations have been like with customers.

Katrina - It's been an opportunity to open new doors. We have customers that realize they need a broader portfolio to combat future fish oil shortages.

Ellen - And that's been GOED's goal all along. We don't care about the source as long as EPA and DHA consumption increases.

Sarah - Great discussion.

Fukushima: need for consumer education?

Sarah - Speaking of a crisis, Fukushima. It's a hot topic in China. I'm not sure about the US, Canada, but I'm not hearing much about it in Europe. China has stopped all imports of Japanese seafood.

Elana - In Monday's newsletter, we included [messaging for GOED members](#) who are receiving questions about the wastewater release. Some members are getting questions due to China's import law, so we were asked to help them communicate with customers. The question I have is, is there a need for consumer education?

Ellen - When we were at CPHI and VFA, this topic came up in every conversation. In the US, our mass market brands haven't seen it come up. All we know was included in that message in the newsletter, so there's not much more to say for consumer education. A fact is a fact, but once you add emotion to it, people may just not want to touch radioactive water.

Sarah - It's completely out of our control, so it's like, do we want to remind consumers? I think it should be included on GOED's website so we can have something to refer to. Epax has had fish oil from Peru for a long time, and since the release, we've been measuring radioactive substances, and we haven't found anything.

Maria - Fish oil from China is used in animal feed and aquaculture. In the end, it goes into the salmon and people eat it in Europe.

Ellen - I also find it interesting that there are different rules for omega-3 oils used for pharmaceutical vs supplements. China is also not a transparent country.

Sarah - Should we create an infographic? How active should we be?

(Most people say no.)

Sapna - I think it's a geographical issue. Even if it's not something of concern, consumers can misunderstand.

Ellen - It's like the bleeding all over again.

Sapna - Same with prostate cancer.

Ove - We should not make more noise. We should do things to help our partners, but I don't think consumers are aware.

Elana - As a consumer, if I see prices go up, all I should know is why my supplements or seafood are more expensive than before. So maybe that's what we can address. Like we said before, we want to prepare for the future.

Ellen - We are organizing an Asia roundtable. Not just for this, we want to know more about the market over there. But we can ask if they want something.

Global Omega-3 Day planning

Elana - We want to ask if you need anything for Global Omega-3 Day. We do have [the retailer toolkit](#) that can be used for 2024, perhaps just need to update the dates.

Maria - I think a lot of brands also have ingredients for pet food. We may need a graphic about omega-3 and pet food.

Sarah - Agree, we should have one for human consumption and pet consumption.

Elana - I believe we have one coming up on social media [Links to past pet food-related posts are [here](#) and [here](#) and [here](#)].

Ellen - Whenever we do a pet consumption post, we should send it to NASC. They should probably do their own campaign on omega-3s too.

Sarah - Brands, when do you need this information? 3-4 months ahead?

Ellen - It's on a Sunday this year. Not ideal.

Sarah - So if we need anything, we will get it by November-December?

Elana - Yes, like we said, the retailer toolkit is still usable. We just need to update the dates.

Question: Asian/Australian timing for calls?

Sarah - Trying to have a Communication Committee call for the Asian members. Many of our committees are doing this.

Ellen - We are trying to find a time that works best for Asia, Europe and Australia. So, it won't be a good time for North America at all. The regulatory committee is doing one soon, but they already have a large European audience. We will see how it goes.

Elana - If we do these sub-committees in different regions, then that would solve the time zone issue.

Sarah - Could we do a special edition call before or after VFA? Asia is in a challenging time zone but if we're already there, that might work.

Ellen - If we do this, it'll be once or twice a year. Let's see how it goes for Technical and Regulatory calls first. The challenge is also a language barrier. We had an interpreter in Korea, and that was crucial for our meetings. I think members in Asia can read English really well, but joining a call like this may be difficult.

Sarah - I'm thinking about doing something when we're already in that region. I agree there's a language barrier.

Housekeeping

- Next call: (NEW DATE, changed it due to American Thanksgiving) November 14, 2023, 11:00 a.m. US Eastern time / 15:00 UTC on Zoom
- Remember: [GOED Exchange registration](#) is now open!
- Open call for member presentations, also member features in Omega-3 Insider

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