



**For Immediate Release:**

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## **GOED Appoints Director of Information and Research**

GOED, the Global Organization of EPA and DHA Omega-3s, recently named Aldo Bernasconi, PhD, to the position of Director of Information and Research. In his new role, Aldo will be primarily responsible for providing GOED members with new information and market research, specifically providing data analysis of the many consumer research surveys GOED has commissioned and helping to update and improve the quality and scope of GOED's consumer products and scientific research databases.

Executive Director Adam Ismail commented, "Aldo has a unique background that we think will add a lot of value for the membership. We are excited to have him as part of the GOED team."

Dr. Bernasconi has a PhD in Mathematics and experience doing environmental modeling with the Chilean government, as well as computer and database programming. He specializes in bioinformatics and biostatistics and was previously a research associate at the University of Utah.

***About GOED:***

GOED is a proactive and accountable association of the world's finest processors, refiners, manufacturers, distributors, marketers, retailers and supporters of products containing Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA) omega-3 fatty acids. The organization's objectives are to promote and protect the category, educate consumers about the health benefits of EPA/DHA, and work with government groups, the healthcare community and the industry, while setting high standards for its business sector. GOED and its members are committed to personal integrity, ethical corporate behavior, public safety and quality assurance. For more information, visit [www.goedquality.com](http://www.goedquality.com).

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