March 27, 2023

For immediate release

GOED, NASC Launch Strategic Partnership

The Global Organization for EPA and DHA Omega-3s (GOED) andthe [National Animal Supplement Council](https://www.nasc.cc/) (NASC) have announced a new strategic partnership. This partnership brings together two quality-focused organizations and will allow both memberships to benefit from the sharing of industry intelligence, cross-promotional opportunities and educational opportunities.

NASC is a well-established nonprofit trade organization dedicated to promoting the wellbeing of companion animals being given animal health supplements by their owners, and to protecting and enhancing the animal health supplement industry. Their [members](https://www.nasc.cc/members/) include supplement manufacturers, raw material suppliers, distributors, veterinarians, retailers, pet professionals and animal friends.

GOED Managing Director Ellen Schutt commented on the partnership. “GOED is thrilled to partner with NASC. Many GOED members have a strong interest in the pet food and pet supplement sector and working with a group as well established and knowledgeable as NASC will help both of our organizations to support our memberships and grow this important category.”

NASC president Bill Bookout added, “This partnership makes so much sense to us. Quality is important to both of our organizations and being able to work together for the benefit of both of our memberships is a no-brainer. We are excited about the opportunity to work more closely with GOED to the benefit of our industries.”

***About GOED:*** GOED (Global Organization for EPA and DHA Omega-3s) represents the worldwide EPA and DHA omega-3 industry, with a mission to increase consumption of EPA and DHA omega-3s around the world. The membership is built on a quality standard unparalleled in the market and members must comply with quality and ethics guidelines that ensure members produce quality products that consumers can trust. Our 180+ members represent the entire supply chain of EPA and DHA omega-3s, from fisheries and crude oil suppliers to refiners, concentrators and finished product brands.

***About NASC:*** The mission of the National Animal Supplement Council is twofold: to promote the health and wellbeing of companion animals and horses that are given animal health supplements by their owners, and to protect and enhance the animal health supplement industry. Members of the NASC are concerned and committed providers of animal health supplements from around the world. Together we endeavor to improve the quality and consistency of these products sold to consumers for the benefit of their dogs, cats, horses and other companion animals. NASC member companies collectively address issues and affect important change, which ultimately elevates the industry and results in better practices, procedures, and products.

*Media Inquiries:*

Vicky Lin, Communications Manager

Email: vicky@goedomega3.com

Phone: +1 519-760-8921