

2016 ANNUAL REPORT

GOED

VISION: BE THE GLOBAL AUTHORITATIVE AND TRUSTED VOICE TO GUIDE AND IMPROVE CONSUMER AWARENESS ABOUT THE BENEFITS OF LONG-CHAIN EPA & DHA OMEGA-3S AND RELATED PRODUCTS.

MISSION: GIVE SUPPORT TO GLOBAL MEMBERS BY REPORTING TO CONSUMERS AND CONSUMER INFLUENCERS THE BENEFITS AND OPTIMAL INTAKE LEVELS OF LONG-CHAIN EPA & DHA OMEGA-3S, BASED ON SCIENTIFIC STUDIES, WHILE ENSURING HIGHEST QUALITY STANDARDS AND SUSTAINABILITY PRACTICES.

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A MESSAGE TO MEMBERS

In my native language, Dutch, the acronym for the Global Organization for EPA & DHA Omega-3, GOED, means “good.” I have always found this to be very fitting to the nature and mission of GOED, as well as what EPA and DHA mean to human and animal health. However, in recent years the growth, public perception and media coverage, hasn’t been all that good. As you may have noticed, we have been the target of fame seekers who have tried to spin news on EPA & DHA in the most negative way. Even after their “news” has been scientifically debunked, their tactics have still managed to scare consumers out of taking their much needed omega-3s.

That being said, you may have noticed the strong presence of GOED, defending the industry when and where needed, and leading the way in the ongoing effort to establish a US RDI. You have probably seen the many GOED Pavilions at tradeshows in the USA, Europe and Asia, fulfilling a crucial role in the business to business section of the market. On top of this you hopefully have kept current with the consumer campaign (AlwaysOmega3s.com), created by an industry-first coalition of key companies, under the leadership of the GOED team. The list of GOED accomplishments is long and growing, and filled with respectable milestones.

I have been very fortunate to have been the Chair of the GOED board for the last four years, and have thoroughly enjoyed working with Adam Ismail, the GOED team and the rest of the GOED board. I am very proud of GOED’s accomplishments and know that they could not have happened without your contributions, for which I thank you. I hope you join us in creating a new rising tide in the omega-3 industry, which true to its nature, will lift all boats.

Thank you for continuing to support the EPA & DHA omega-3 industry, it’s a “GOED” thing to do!



Leslie van der Meulen
GOED Board Chair, 2016

This past year has been full of challenges for GOED, but at the same time there are a lot of reasons to be optimistic about the future.

In 2016, unfortunately, we had the largest number of members leave the organization in our history. While much of this is driven by adverse business conditions and consolidation, it has still caused a lot of soul-searching within the GOED team for how we can provide better value to our members. Trade associations in tangential industries are having their own crises, but their memberships are growing while ours has flattened. This tells us that we need to do a better job adding value to members, so we hope you see this in the coming year. Retaining members is ultimately the only way we can continue to focus on our mission of growing and protecting the omega-3 business.

At the same time, I am encouraged because we are finally making significant investments in science, which I think is appropriate for a trade organization in a science-based industry. This year should see the publication of 6-8 high quality publications funded by GOED and the development of what we think will be a game-changing database of data from clinical trials.

I am also encouraged that we are significantly ramping up our technical and analytical program to help further define quality and answer questions about how to maximize and maintain the quality of omega-3 products throughout their shelf lives. I have always envied the technical capabilities of groups like AOCS and IFFO because I thought these types of activities were necessary for the omega-3 industry...after all, our first effort at collaboration was a technical document, our Monograph.

Lastly, we have known for some time that the healthcare community can be our greatest advocate or our biggest detractors. This year we will take our first steps at engaging the healthcare community on a global basis to show them the true science on omega-3s and how they can help improve their patients’ lives. It is a very exciting project and will hopefully lay a new foundation for our industry.

So again, we have a lot of positive activities that will help the omega-3 space going forward, despite the challenging year GOED and segments of our industry have had. We hope you continue to demand the best from our team, and that you will reach out to us when you need help.



Adam Ismail
Executive Director

SALT LAKE CITY, UTAH, USA
GOED HEADQUARTERS

ACCOMPLISHMENTS

This is where our journey has taken us.



This year, GOED celebrates our tenth anniversary as an independent organization. Our success depends upon the collaboration and work of our members, and with this collaboration, GOED has achieved a broad array of successes since its inception in 2006. The following is a sampling of the highlights over the last 10 years:

Regulatory —

- Revised European hygiene regulations that would have banned the import of fish oils into the EU
- Worked with the European Commission on the establishment of Article 13 triglyceride and blood pressure maintenance claims
- Worked with the EU to make an Article 14 children's health claim on visual acuity workable for the industry
- Helped establish Nutrient Reference Value in EU for EPA and DHA
- Made recommendations to the European Commission and European Food Safety Agency on nutrition claims and intake recommendations for EPA and DHA
- Commissioned a safety assessment and European intake assessment in an effort to defend against the establishment of an unscientific upper limit in the EU
- Filed blood pressure health claim petition with the US FDA (petition is still being reviewed)
- Petitioned the Institute of Medicine on two separate occasions to establish Dietary Reference Intakes for EPA and DHA in the US and Canada
- Negotiated a Prop 65 settlement in the United States to protect the industry against frivolous lawsuits related to PCBs
- Provided oral testimony to the US National Organic Standards Board (NOSB) in the US concerning the reasons why fish oil should remain on approved non-organic ingredient list
- Provided comments to the US Dietary Guidelines Advisory Committee concerning its work on the Dietary Guidelines for American 2015-2020 report, which contained favorable mention of EPA & DHA

- Worked with the Australian government on multiple issues, including standards for the identity of fish oils and establishing new monographs
- Worked with Indonesian authorities to implement new quality standards for the use of fish oils
- Worked with industry and the Indonesian government to restructure a rule that would have blocked the import of most omega-3 supplements
- Supported the Chinese government in establishing a DRI for EPA and DHA in 2014
- Obtained Codex NGO status and participated in discussions on creation of a named fish oil standard and nutrient reference value (NRV) for EPA+DHA

Marketing & Outreach —

- Completed successful national consumer education campaign in the US, which improved year-over-year monthly sales 3%
- Built consumer website at AlwaysOmega3s.com and social media platform
- Created three consumer-facing infographics on omega-3s and brain health, omega-3 and heart health and the difference between ALA, EPA and DHA.
- Developed infographic for doctors (also available in Chinese and Japanese)
- Developed improved GOED weekly member newsletter to provide enhanced analysis and commentary
- Launched a Chinese-language weekly member newsletter
- Published an annual Ingredient Market Report detailing the global EPA and DHA ingredient market by source, region and application
- Published a report on the global market for EPA and DHA finished products
- Conducted consumer research about omega-3 usage and behaviors in 20+ countries
- Hosted an omega-3 specific conference, GOED Exchange, every two years to address industry issues and further omega-3 education



- Implemented a healthcare professional education program on Medscape.com
- Organized multiple Omega-3 Pavilions at international trade events to support members
- Held a seminar in China with the Chinese Nutrition Society for doctors to educate them about the benefits of omega-3s, which contributed to the establishment of a Chinese DRI for EPA and DHA

Science —

- Took over publication of Fats of Life, a practitioner-focused newsletter, reviewing significant research papers on omega-3s
- Published separate white papers on oxidation, contaminants and heart health benefits
- Funded a meta-analysis (and its publication in 2015) of long-chain omega-3 PUFAs and prostate cancer
- Funded two meta-analyses of EPA and DHA and coronary heart disease (CHD) risk, one in 2011 and another in 2017
- Funded meta-analyses on the effects of omega-3s and blood pressure and triglycerides
- Published two additional papers, on conducting clinical studies with omega-3s, and adding omega-3s to the military diet, in peer-reviewed scientific journals
- Began building a searchable clinical study database to catalog all

omega-3 specific research

- Refuted negative scientific articles with additional published research and consumer product testing
- Sponsored scientific workshops at International Society for the Study of Fatty Acids and Lipids (ISSFAL) on the essentiality of EPA and DHA and improving the design of omega-3 clinical trials

Member Services & Quality —

- Developed and updated GOED's Voluntary Technical Monograph and developed new Guidance Documents
- Developed Proud Member logo to signal compliance with GOED Monograph
- Responded to thousands of questions from members about regulatory, technical and marketing topics
- Launched randomized testing program for omega-3 supplements and tested more than 400 products to date
- Funded several papers on oxidation of omega-3s (to be published in 2017)
- Set up a partnership with the US-China Health Products Association to better serve our members involved in the Chinese market

STRATEGY

This is what's on the horizon.

A Three-Year Strategy

GOED is beginning the final year of a three-year strategic plan that our board adopted in October 2014. The primary goal of the plan was to focus GOED's activities on Consumer Education, RDIs/Health Claims, Quality & Ethics, and Sustainability. The plan also laid out some specific goals within each of those areas:

Consumer Education

- Actively lead coalition campaign to return omega-3 retail sales in the US to positive growth

- Expand consumer education efforts to the top ten omega-3 markets in the world
- Meaningfully improve awareness of omega-3s among healthcare professionals

RDIs & Health Claims

- Pursue RDIs in the United States/Canada and India in 2015, followed in order by Brazil and Indonesia (timeframe undefined)
- Develop a prioritized list of countries in which we should pursue cardiovascular claims and begin filing for at least one cardiovascular health claim per year in a new geography during 2015

Sustainability

- Develop a plan for how GOED can meaningfully influence and help the industry in the arena of sustainable omega-3 production

Quality & Ethics

- Issue an industry guidance document on claims that will help companies avoid misleading consumers and implement it as a binding standard for GOED membership
- Revise the GOED Voluntary Monograph to cover most of the commercially available oils in the market and issue a Technical Guidance document to accompany it with best practices for analysis
- Test a statistically significant proportion of consumer products for GOED Voluntary Monograph compliance to ensure that consumers are receiving high quality products

Progress to Date

Consumer Education: Within Consumer Education, we led a consumer campaign in the US that nearly returned the market to growth and in 2016 made a significant investment in the education of healthcare professionals. We have not expanded our consumer education efforts to the top ten omega-3 markets in a meaningful way, but have worked with members in China and Turkey to translate some of the US campaign materials into their local languages for use in those markets. The US effort was executed by a coalition of companies and the work was managed by GOED; to expand the effort into other countries, we need similar groups of companies to collaborate to make these efforts happen. We had managed consumer education initiatives in Japan and China prior to 2014 that were also stellar examples of members collaborating to grow the market in those countries and we stand ready to help members in other countries as well.

The board also established an Executive Council for Education and Outreach that has a special budget of about \$1 million per year to work on projects that help ultimately improve consumer education. They are funding GOED's consumer PR efforts as well as the work to educate healthcare professionals, and are also funding a number of scientific papers that will help clarify the science around the effects of omega-3s on cardiovascular health and hopefully provide a steady flow of positive news on omega-3 science. We began this work by testing 47 products from New Zealand in response to a negative study, providing the results to media and are in the process of publishing them in a peer-reviewed journal.

RDIs and Health Claims: We have not made significant progress on achieving our goals towards RDIs and Health Claims. The main priority is achieving an RDI in the US and Canada, since they are countries with low intakes and are among the largest markets in the world. We did successfully nominate EPA and DHA in the US and Canada as nutrients that need to be reviewed for Dietary Reference Intakes to be established, with both countries identifying them as priority nutrients to review. However, bureaucratic processes have slowed the process and it is unclear when or how this work will get done. As a result, GOED is convening a task force of associations with an interest in getting a DRI established to discuss how we can accelerate this work.

Similarly, GOED has submitted a petition to the US FDA to allow a blood pressure claim, and this too has been slowed by bureaucratic processes. We also prioritized other countries in which to pursue claims, including

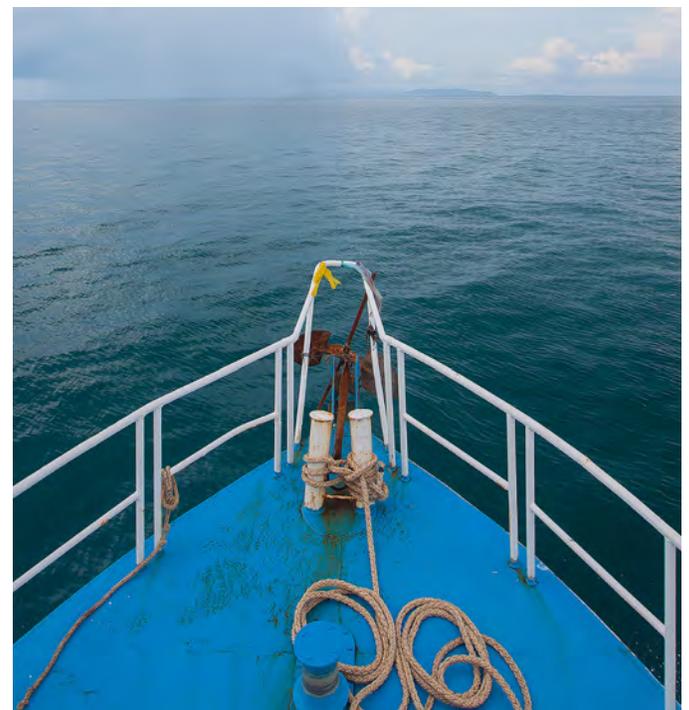
Australia and Japan, but resource constraints have prevented us from making much progress to date.

GOED was also responsible for initiating work on the establishment of a Nutrient Reference Value for Codex. While this work progressed very quickly at first, it has met some resistance from influential countries and the next year will be critical in developing a scientifically-backed message.

Sustainability: Sustainability is one area that the board has recently de-emphasized. In our October 2016 strategic planning board meeting, the board felt GOED needed more focus and decided to not actively pursue progress towards sustainability objectives for the year. This decision was not taken because it was felt that sustainability was not important, but rather that there were some more urgent issues that needed GOED's attention. Prior to this decision, we had convened a sustainability working group that has to date defined what sustainability means for the omega-3 industry and convened a roundtable with all of the relevant certification bodies to learn what they think GOED should do with respect to sustainable production of omega-3s. We will continue to pursue networking opportunities in this arena and working on small efforts that help educate the industry, but will not be investing significant resources until the next strategic plan.

Quality and Ethics: Within the area of Quality and Ethics, we have made significant progress and added some new goals. We issued an update to the Code of Ethics that governs a number of types of claims made on products and it was ratified by a vote of the membership. In addition going forward, we updated the GOED Voluntary Monograph and issued new Technical Guidance Documents that are a wealth of information for the industry on the unique aspects of testing the variety of oils that are available in the marketplace.

We did suspend the testing program in 2016 due to budget constraints, but are resuming it again in 2017 with a goal of testing the top 50 products consumed in the US, accounting for about half the consumption in the country. In addition, going forward, we will be testing products in any region where the quality of omega-3 products is questioned going forward. We are also funding scientific work to better understand what happens to products as they oxidize and the state of quality in the broader industry. Many of these projects are also being funded by the Executive Council.



FINANCIALS

This is how your dues were spent.

GOED Operating Budget - Profit & Loss - Budget vs. Actual - 2015-2016 Fiscal Year Ending September 30, 2016

Revenues	Actual	Budget	Difference	% of Budget
Existing Members	\$1,640,438	\$1,670,065	(\$29,627)	98%
New Members	\$184,250	\$210,000	(\$25,750)	88%
Non-Dues Revenues	\$49,169	\$8,400	\$40,769	585%
Bad Debt Expense	(\$203,813)	(\$25,000)	(\$178,813)	815%
GOED Exchange (net)	\$5,123	(\$19,405)	\$24,528	-26%
Total Revenues	\$1,675,168	\$1,844,060	(\$168,892)	91%
Cost of Services				
Consumer Research/ Survey	\$16,665	\$30,000	(\$13,335)	56%
Market Reports	\$4,700	\$20,000	(\$15,300)	24%
Total Cost of Services	\$21,365	\$30,000	(\$13,335)	71%
Gross Profit	\$1,653,803	\$1,794,061	(\$140,258)	92%
Administrative Overhead				
Dues & Subscriptions	\$28,554	\$30,000	(\$1,446)	95%
Office Rent	\$39,600	\$39,600	\$0	100%
Salaries & Wages	\$834,353	\$849,177	(\$14,824)	98%
Benefits	\$92,549	\$104,393	(\$11,844)	89%
Professional Fees / Insurance	\$19,141	\$12,100	\$7,041	158%
Tradeshaw Exhibits	\$12,029.97	\$3,300	\$8,730	365%
Travel & Industry Meetings	\$154,852	\$159,152	(\$4,300)	97%
Website, IT, & E-Newsletter	\$37,203	\$24,000	\$13,203	155%
GOED China Office	\$6,000	\$0	\$6,000	N/A
Other Expenses	\$47,058	\$60,000	(\$12,942)	78%
Total Admin Overhead	\$1,271,340	\$1,281,722	(\$10,382)	99%
Strategic Focus Areas: Consumer Awareness				
PR (Coalition/Exec Council)	\$204,200	\$275,000	(\$70,800)	74%
Sponsorships	\$2,500	\$0	\$0	n/a
Publishing Costs	\$150	\$19,000	(\$18,850)	1%
Website Development	\$670	\$0	\$670	N/A
Total Consumer Awareness	\$207,520	\$294,000	(\$88,980)	71%
RDIs & Health Claims				
Publish. /Dossiers/R Program	\$31,600	\$0	\$31,600	N/A
Workshops	\$0	\$15,000	(\$15,000)	0%
Consultants/Fats of Life	\$22,230	\$60,000	(\$37,770)	37%
Total RDIs and Health Claims	\$53,830	\$75,000	(\$21,170)	72%
Quality & Ethics				
Product Testing	\$998	\$0	\$998	N/A
Total Quality & Ethics	\$998	\$0	\$998	N/A
Net Income	\$120,114.79	\$143,339.00	(\$20,724)	84%

Notes on Financial Statements

Revenues were significantly below budget due primarily to bad debts, member downgrades and new member recruitment not meeting our budget targets.

Overhead expenditures were slightly below budget, but to compensate for the loss in revenues, GOED reduced its spending on strategic projects.

GOED delayed payments to the Executive Council in order to conserve cash, which resulted in \$89,000 less spending than budgeted for total consumer awareness activities.

Spending on RDI and Health Claim activities was re-prioritized to other activities. This led to all three expense accounts varying significantly from budget, but the total amount spent was just \$21,000 off from budget for the category.

GOED ended the year with a net income that was just under \$21,000 lower than budget, despite the significant shortfall in revenues.

**Executive Council for Education and Outreach
Profit & Loss**

	<i>Total (in USD)</i>
Income	
Non-Dues Revenue	\$857,450
Total Income	\$857,450
Gross Profit	\$857,450
Expenses	
Administrative Overhead	\$152
Consumer Awareness	\$208,877
Marketing & Communications	\$10,000
Regulatory Program	\$2,840
Scientific Affairs	\$86,937
Total Expenses	\$308,806
Net Operating Income	\$548,644
Net Income	\$548,644

While the Executive Council showed a significant net profit, many of its projects will take more than one year to complete. Of its \$854,000 in committed contributions, the Executive Council has committed all but \$50,000 of this towards projects.

GOED Exchange | Profit & Loss

	<i>Total (in USD)</i>
Income	
Conference Registrations	\$134,043.00
Conference Sponsorships	\$80,500.00
Total Income	\$214,543.00
Cost of Goods Sold	
Cost of Goods Sold	\$139,967.00
Total Cost of Goods Sold	\$139,967.00
Gross Profit	\$74,576.00
Expenses	
Administrative Overhead	\$13,273.00
Committee/Industry Meetings	\$50,833.00
Marketing & Communications	\$5,347.00
Total Expenses	\$69,452.00
Net Operating Income	\$5,123.00
Net Income	\$5,123.00

The GOED Exchange showed a slight profit during fiscal 2016, but some of the revenues and expenses were incurred in fiscal 2015. In total, the GOED Exchange 2016 event lost \$21,046 due primarily to lower attendance.

*GOED Consolidated Balance Sheet for 2015-2016 Fiscal Year***ASSETS****Current Assets****Bank Accounts**

US BANK - Executive Council	\$636,753.73
US BANK - Operating	\$25,372.56
Other Bank Accounts	\$50.05

Total Bank Accounts **\$662,176.34**

Accounts Receivable

Accounts Receivable	\$224,486.81
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Total Accounts Receivable **\$224,486.81**

Other current assets

Other Current Assets	-\$356.91
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Total Other current assets **-\$356.91**

Total Current Assets **\$886,306.24**

Fixed Assets

Accumulated depreciation	
A/D-Office Equipment	\$3,083.67

Total Accumulated depreciation **\$3,083.67**

Office Equipment	\$12,853.87
Office Furniture & Fixtures	\$2,940.99

Total Fixed Assets **\$18,878.53**

TOTAL ASSETS **\$905,184.77**

LIABILITIES AND EQUITY**Liabilities****Current Liabilities****Accounts Payable**

Accounts Payable	\$65,220.09
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Total Accounts Payable **\$65,220.09**

Credit Cards

American Express	\$11,423.92
US Bank line of credit	\$19,657.29

Total Credit Cards **\$31,081.21**

Other Current Liabilities

Prop 65 Trust Account - Liabilities	\$6,936.38
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Total Other Current Liabilities **\$6,936.38**

Total Current Liabilities **\$103,237.68**

TOTAL LIABILITIES **\$103,237.68**

Equity

Opening Balance Equity	\$38,316.12
Retained Earnings	\$155,403.05
Net Income	\$608,227.92

TOTAL EQUITY **\$801,947.09**

TOTAL LIABILITIES AND EQUITY **\$905,184.77**

Notes on Financial Statements

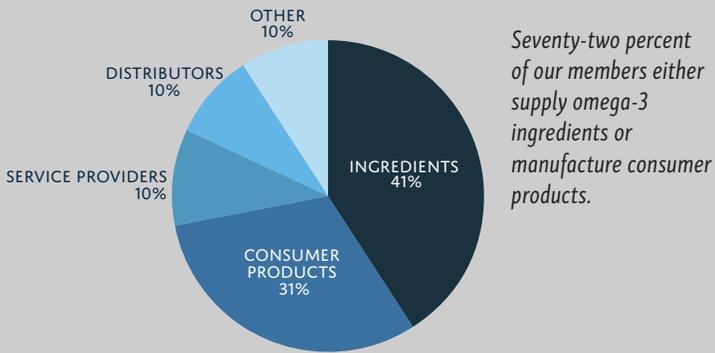
GOED remained financially strong on a consolidated basis, but the Executive Council's funds strengthen the Balance Sheet in a manner that hides the financial stresses GOED faces.

GOED ended the year with just over \$25,000 in operating cash, \$225,000 in uncollected receivables, and fixed assets of \$19,000. However, operating liabilities exceeded \$96,000, which requires GOED to collect its outstanding dues before being able to meet its full financial obligations.

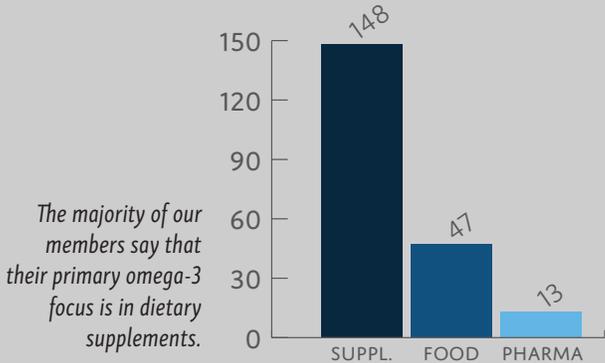
THE MEMBERSHIP

This is your community.

GOED's members are diverse in scope and geography. Our members are involved in all aspects of the global omega-3 supply chain and represent a variety of raw material sources, finished product categories and processing technologies.

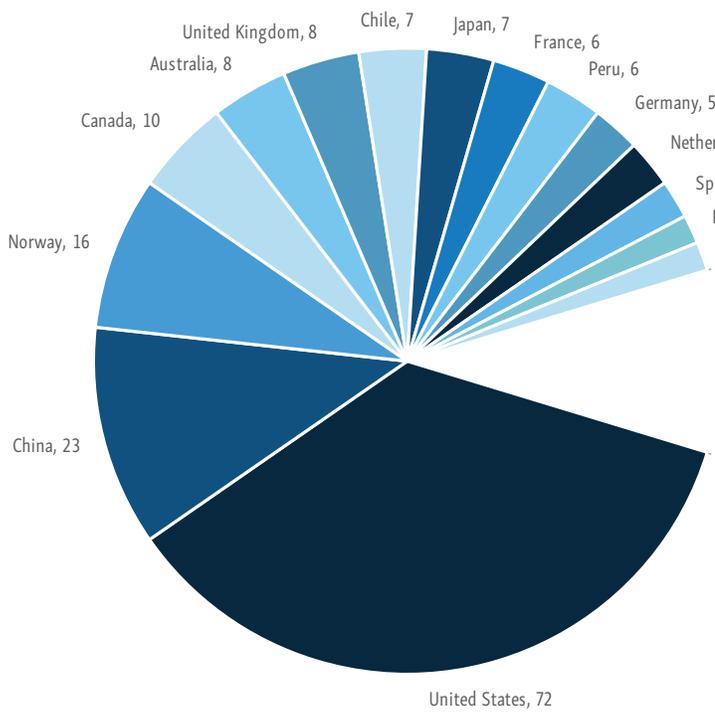


Seventy-two percent of our members either supply omega-3 ingredients or manufacture consumer products.



The majority of our members say that their primary omega-3 focus is in dietary supplements.

Countries with GOED Members, 2016



- Denmark, 2
- Switzerland, 2
- Argentina, 1
- Czech Republic, 1
- Hong Kong, 1
- Iceland, 1
- India, 1
- Ireland, 1
- Italy, 1
- Mauritius, 1
- Morocco, 1
- New Zealand, 1
- South Africa, 1
- Sweden, 1
- Turkey, 1
- Ukraine, 1
- Colombia, 1

GOED Membership Changes, 2016

New members

- Animalfeeds
- Benexia
- Bruker Optik GmbH
- Canadian Health Food Association
- Captek Softgel International
- Coxa Xentaur Corporation
- Daesang Europe B.V.
- Fermentalg SA
- The Hain Celestial Group
- Healthy Directions
- Himega Biopharm Co., Ltd.
- Jiangsu Tiankai Biotechnology Co., Ltd.
- JKC Canada
- K Pharmtech Co., Ltd.
- Legasea | AAKP
- Margildi Ehf
- NaturaMed Pharmaceuticals
- Phycoil Biotech Korea, Inc.
- QuattroMega Inc.
- Scientific Analysis Laboratories
- Seafoodexport
- Sunhope (Tianjian) Biotechnology Co., Ltd.
- Vital Health Foods

Upgrades:

- Biosearch Life - Base to Plus
- Catalent Pharma - Plus to Leadership

Downgrades:

- Luhua Biomarine
- Sapphire Energy

Cancellations/Terminations/Mergers in 2016

- Ajinomoto
- Andersen Consulting
- Aroma NZ
- Bioiberica
- Biotork
- Copeinca
- Daeduck FRD
- Daybrook Fisheries
- Dupont (*Merger with GOED member*)
- EWOS (*Merger with GOED member*)
- Chengdu Gowell Pharmaceutical
- GSK Consumer Health
- Hofseth BioCare
- Metagenics
- Nature's Gifts International Inc.
- Nutrmarketing Group Inc.
- Omega Foods
- Pivotal Therapeutics
- Solix Biosystems
- Source Omega
- Ta'am Teva Altman

GOED strives to meet member expectations and is disappointed to lose members. We are focusing increased efforts on improving our member benefits and communication with members in 2017.

THE STAFF

This is who is in your corner.

GOED's Management

GOED staff is always available to answer member questions and assist members with all facets of their membership. See below for particular areas of expertise.



Adam Ismail | adam@goedomega3.com
Executive Director

Consult with Adam on the big-picture ways GOED connects with and influences the global omega-3 industry.



Harry B. Rice, PhD | harry@goedomega3.com
Vice President of Regulatory and Scientific Affairs

Harry participates in the global regulatory arena as it pertains to omega-3s, as well as keeping up on the ever-growing body of clinical science around omega-3s.



Ellen Schutt | ellen@goedomega3.com
Communications Director

Ellen oversees GOED member and consumer communications as well as coordinating trade media relationships and healthcare outreach.



Mike Roberts | mike@goedomega3.com
Director of Business Development

Mike is GOED's membership and business development director, so whether you are seeking specific new contacts, expanding into new markets, or interested in discussing various membership level options, Mike is your key contact.



Aldo Bernasconi, PhD | aldo@goedomega3.com
Director of Information and Research

Aldo is GOED's data scientist and helps bring clarity to GOED's market research, such as our Global Ingredient Market Report and ongoing consumer surveys.



Gerard Bannenberg, PhD | gerard@goedomega3.com
Director of Compliance and Healthcare Outreach

Gerard is the editor of our Fats of Life newsletter for health practitioners and works on technical and analytical matters. In addition, he has a strong scientific background in the benefits of omega-3s.



Vangie Lund | vangie@goedomega3.com
Accounting Office Manager

Vangie is GOED's bookkeeper, accountant, and office manager. If you have any questions about the balance or payment of your GOED account, Vangie can answer them.



Chris Gearheart | chris@goedomega3.com
Member Services

Chris provides administrative and logistical support to several dimensions of GOED's member outreach and general strategy.

GOED Board of Directors

- **Chair:** Thomas Feeley | DSM
- **Vice-Chair:** Albert Strube | Pronova Biopharma | BASF
- **Past Chair:** Leslie van der Meulen | Bioprocess Algae
- **Secretary/Treasurer:** Carilyn Anderson | Carlson Labs
- Todd Norton | Aker Biomarine
- Tim Doran | Catalent
- Ravi Annavarapu | FMC
- Atle Jacobsen | GC Rieber
- Jorge Brahm | Golden Omega
- Olav Sandnes | KD Pharma / Marine Ingredients
- Melody Harwood | Neptune Wellness Solutions
- Marc Ruty | Olvea
- Carol Locke MD | Omega Natural Science
- Joe Vidal | Omega Protein
- Fernando Moreno & Fernando Gonzalez Santos | Solutex
- Tony Sberna | Synthetic Genomics
- Carlos Pinillos | TASA

We would like to thank Gerry Purnell from Croda, John Cameron from Olympic Seafoods, and Oscar Groet from KD Pharma who were board members for 2016, but have resigned their positions.

GOED's headquarters may be located in the United States, but it is committed to serving the worldwide omega-3 industry, and has some helpful resources to do so.

The team combined has business experience on four continents, and fluently speaks and/or has intensively studied:

English	Spanish
Dutch	Italian
German	French
Japanese	Papiamento
Mandarin	American Sign

We are always eager to learn more ways that we can be sensitive to and serve the global interests of the omega-3 industry. We welcome any insights you may have on how we could better address the challenges you face in your particular geography.

GOED's Committees

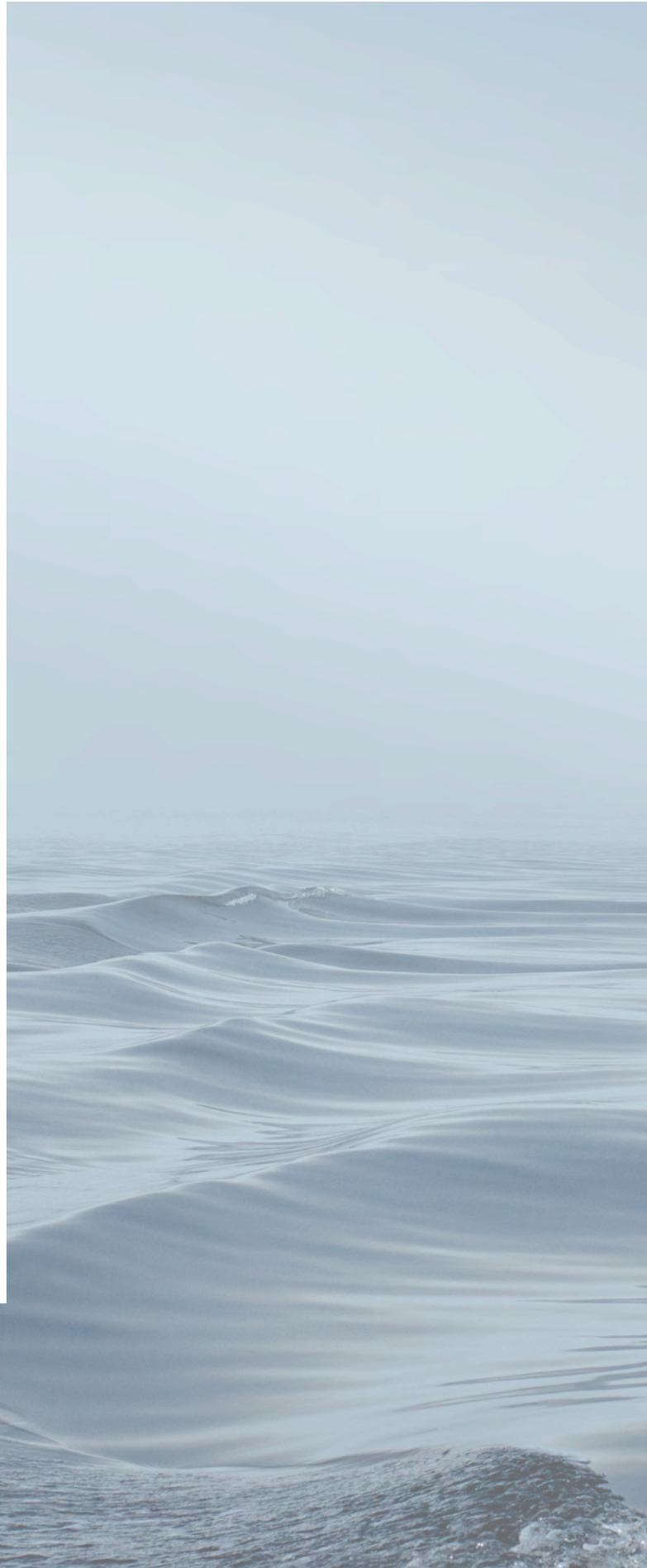
GOED has four key committees that help support GOED's strategic plan.

The GOED Technical Committee is responsible for keeping the GOED Voluntary Monograph and technical Guidance Documents updated. Additionally, it evaluates testing programs, technical guidelines and regulations from bodies around the world, and answers technical questions from GOED members. Member companies represented at the technical committee regularly assist with analyses of products in the marketplace. In 2016, the Technical Committee finalized updating the GOED Voluntary Monograph and introduced new Technical Guidance Documents and Guidance on Methods to help clarify some analytical issues facing the category, and are working on improving the AOCS-GOED Lab Proficiency Program.

The GOED Communications Committee has been focusing on consumer infographics and has completed three to date: Omega-3s and Heart Health, Omega-3s and Brain Health and Differences between ALA, EPA and DHA. The Committee also provides feedback on various GOED projects such as initiatives from GOED's PR agency or new communications being developed for healthcare practitioners. In 2016, in addition to completing the most recent infographic, the Communications Committee also provided input on the public relations effort funded by the Executive Council.

The GOED Regulatory Committee monitors regulatory developments related to EPA and DHA on an on-going basis and aims to provide input, where relevant, to the development of any new legislation, regulation, and policy or amendments thereof. Committee members also participate in global regulatory meetings, offer expert opinions and meet with government agencies around the world to educate on the scientific support of EPA and DHA benefits. In 2016, the Regulatory Committee monitored a number of regional regulatory developments and worked on issues like the Codex NRV, a block on importation of concentrates into Taiwan, determining how to label ethyl esters in supplements, and developing a standardized list of claims regulations around the world.

The GOED Science Committee focuses primarily on nutritional and clinical matters related to EPA and DHA omega-3 fatty acids. The Committee analyzes recent scientific publications, both positive and negative, and discusses scientific topics of concern such as possible health risks posed by oxidized omega-3 oils. The group also looks at clinical conditions that do not normally get attention, such as infertility, chronic pain and dry eye syndrome, and also offers advice on the scientific documentation for marketing materials and infographics developed by the Communications Committee. In 2016, the Scientific Committee helped craft responses to science-driven negative media headlines, provided a scientific review for the Communications Committee infographics, and stayed on top of the latest developments in the omega-3 science world.





GOED



WHAT IS ~~GOED~~ DOING FOR YOU?

Funding fifteen studies to end the debate on quality and heart health benefits

Promoting accurate, positive scientific results

Educating healthcare providers about the benefits of omega-3s

De-risking the industry by policing quality and claims

See inside for more