



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3

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## **GOED Opens Registration for GOED Exchange 2014**

GOED, the Global Organization for EPA and DHA Omega-3s, has opened registration for the GOED Exchange 2014 event, which takes place February 4-6 in Salt Lake City, Utah. The conference covers all things omega-3 and the agenda is designed to examine omega-3 topics that help businesses run more smoothly, educate attendees on the latest omega-3 science, and spark ideas and conversations around new omega-3 market developments.

Among the highlights at the conference:

- Opening keynote presentation — “An Underwater Tour” — from world renowned marine biologist David Guggenheim
- Special “hot topics” session on “The Challenges of Negative Media and How to Address Them”
- Case studies from General Mills and Reckitt-Benckiser
- Complimentary pre-conference workshops on marine oil certification and new developments in stability testing
- A focus group of local doctors who will discuss their perceptions of omega-3s and what they recommend to patients
- Expanded networking opportunities including an off-site gala awards dinner
- Discounted ski packages taking advantage of Utah’s reputation as having “the best snow on earth”

To see the full agenda, click here ([www.goedexchange.com/program.html](http://www.goedexchange.com/program.html)).

To register, click here (<http://goedexchange.com/registration.php>).

*For more info:*

Ellen Schutt, Communications Director

[ellen@goedomega3.com](mailto:ellen@goedomega3.com)

973-983-1830

**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).*