

Free Webinar: Strategic initiatives driving consumer demand for Omega-3 EPA/DHA food and supplement products

Join in on March 6th or 7th

It's no secret, EPA and DHA omega-3 fatty acids are the leading driver of growth for food and supplement companies across the world.

GOED: Global Organization for EPA and DHA Omega-3s invites you to participate in a very special Webinar where your team can get connected with the experts driving this category.

Who will benefit?

- Consumer packaged goods companies
- Media & Industry analysts
- Health care professionals interested in nutrition
- All participants in the value chain

You need to be part of it... Your team needs to be connected to the growth of omega-3 foods and supplement.

What will be learned/gained?

- How GOED initiatives will positively impact food and supplement consumers in 2008 and beyond
- What is driving the market and how you can influence it
- Access to credible 3rd party resources established to help grow and defend omega-3 consumer demand
- Participation in shaping the future success and sustainability of the omega-3 consumer market
- Networking with top experts and influencers and the initiatives organized to grow the market

Two Sessions Available:

March 6th • 9:00 AM Eastern U.S. Time
(Recommended for Europeans) • [Click Here to Register](#)

March 7th • 1:00 PM Eastern U.S. Time
(Recommended for North Americans) • [Click Here to Register](#)

Webinar Agenda

Introduction and Overview

- Adam Ismail, Executive Director of GOED, will highlight the members of GOED, benefits of joining and how its members are united in contributing to the success of omega-3 products.

Global Regulatory Initiatives

- Hilary Lloyd, Director of Regulatory Affairs at Ocean Nutrition Canada and Chair of the GOED Regulatory Committee, will discuss GOED's leading role in three projects affecting the omega-3 market, including US and European claims initiatives and EU hygiene regulations.

RDI Workshop

- Mike Falk, PhD, Executive Director of the Life Sciences Research Office, Inc., will share the implications of a GOED-sponsored workshop in March that assesses the regulatory environment for obtaining RDIs and Daily Values for EPA and DHA.

Omega-3 Learning Consortium

- Bruce Watkins PhD, Executive Director of the Omega-3 Learning Consortium and Professor of Biosciences and Nutrition at Purdue University, will introduce the GOED-funded Consortium and highlight how its activities will drive consumer acceptance of omega-3 and impact food and supplement companies.

Q&A and Conclusion

- Thomas Grys, President of Denomega and Vice-Chair of GOED, will host a Q&A session for participants to interact with the speakers and discuss a special event being held for new members at Expo West in Anaheim.



Global Organization for EPA & DHA Omega-3