

GOED

The Heart of the Omega-3 Industry



QUALITY GOED Monograph

The industry benchmark for omega-3 quality



PROUD MEMBER PROGRAM

Showcasing your commitment to uphold GOED quality and ethics



SCIENCE

Analyzing and interpreting the science



EDUCATION

Communicating omega-3 benefits to consumers, influencers and media



MARKET RESEARCH

Accurate market intelligence for business success



SERVICE AND ADVOCACY

Providing tools to help your business thrive

Membership Levels

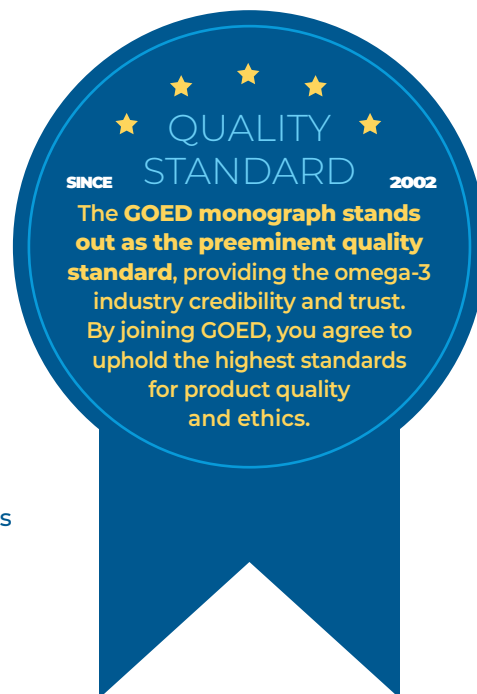
	LEADERSHIP	PLUS	BASE
Support GOED's mission to increase industry growth	●	●	●
Invest in maintaining industry credibility (GOED Monograph)	●	●	●
Use GOED's Proud Member logo on packaging, marketing, website	●	●	●
Ability to vote on GOED member issues	●	●	●
Get involved with GOED initiatives by participating in GOED Committees	●	●	●
Access to GOED newsletter, Breaking News alerts and member website	●	●	●
Ability to view, download and share GOED presentations	●	●	●
Access to market research (Ingredient Market Report, consumer data)	●	●	
Complimentary access to NEW Clinical Study Database	●	●	
Board level influence and active involvement in GOED's strategy	●		

As the omega-3 industry has grown and evolved in the public spotlight, GOED's role has evolved to address the new challenges that we face. Now more than ever, we must focus on the quality foundation we've built, and on education initiatives, maintaining industry standards and strengthening the science that is the backbone of our industry.



PROUD MEMBER LOGO

The Proud Member logo is available for all members to use on marketing materials, websites and product labels. Now that the logo is allowed on product packaging, GOED has begun educating consumer audiences about what the logo means.



EDUCATION



AlwaysOmega3s.com



FatsofLife.com



GOEDOmega3.com

GOED's mission is to promote growth in the omega-3 category, and educating consumers and key opinion leaders (KOL's) who influence consumers is an important part of that goal. **Telling the positive omega-3 EPA+DHA story to consumers and media influencers** — and providing members with the messaging and tools they need to communicate in a unified voice — **is key to the industry's continued growth.**



SCIENCE

Part of **GOED's role is to monitor and understand the body of research supporting omega-3s** and to provide clarity and messaging on "what the science says." Our new Clinical Study Database, which will be completed in 2020, will catalogue ALL omega-3 human research and allow GOED to answer science questions, refute negative media stories on science and strengthen omega-3 research, as well as offer members a tool for claims substantiation and product development support.



MARKET RESEARCH

Our Ingredient Market Report is a cornerstone of the work GOED does and showcases our understanding of the industry. This comprehensive report details the global EPA and DHA industry by source, region and end use application. **GOED has long been providing the most accurate omega-3 market data available.**



SERVICE & ADVOCACY

GOED members join our organization because of the expertise we can provide. We answer member questions, advocate on members' behalf to governmental organizations around the world, connect members to commercial inquiries, provide opportunities to increase exposure at GOED pavilions and help members keep on top of the latest news and science about omega-3s.