



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3S

GOED, Nutrasource Publish White Paper on Contaminants in Fish Oil

For immediate release: August 9, 2013

GOED, the Global Organization for EPA and DHA Omega-3s, and Nutrasource Diagnostics have jointly published a white paper entitled “Measurement of Environmental Contaminants in a Globally-Representative Sample of Fish Oil Supplements.” The report details the analysis of more than 1800 fish oil samples with a comparison against the contaminant limits of the GOED Voluntary Monograph, which adopts the strictest regulatory limits globally and has served as a symbol of quality in the industry since 2002. Levels of all contaminants analyzed and reported in the Monograph were below the specified limits, providing confidence that fish oil supplements are safe around the world.

Will Rowe, president and CEO of Nutrasource, commented on the findings. “We are very pleased to have partnered with GOED on this groundbreaking industry-wide project. The testing of a vast array of samples across a number of omega-3 product categories from major supply chains around the world is truly representative of the overall high quality of omega-3 products.”

Adam Ismail, executive director of GOED, added, “This study is unique because of the size of the data set. To my knowledge this is the first time such a large number of samples have been analyzed and this shows the omega-3 industry can meet consumer expectations for safe, high quality products.”

About Nutrasource: Nutrasource Diagnostics Inc. (NDI) is a contract research organization and consulting firm providing regulatory consulting, clinical trials and product testing services to the dietary supplement, food and pharmaceutical industries. Dedicated to serving the omega-3 industry since 2002, NDI offers omega-3 diagnostic testing services including the omega-3 whole blood test and is the developer and exclusive provider of the International Fish Oil Standards (IFOS) Program, the only third party testing and certification program for fish oil products

(www.ifosprogram.com). Explore NDI's full range of consulting services at www.nutrasource.ca.

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.

For inquiries:

Ellen Schutt, Communications Director

973-983-1830

ellen@goedomega3.com