



GLOBAL ORGANIZATION FOR EPA AND DHA OMEGA-3

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GOED Signs Partnership with US-CHPA for Increased China Presence

GOED, the Global Organization of EPA and DHA Omega-3s (GOED), has signed a memorandum of understanding with the US-China Health Products Association (US-CHPA) to form a partnership that helps GOED better serve its member companies. The Chinese market for omega-3s is growing rapidly, with double digit growth expected in areas like infant formula and pet foods and 8+% growth in dietary supplements. The partnership aligns with GOED's mission to increase consumption of EPA and DHA omega-3s around the world to sufficient levels.



Adam Ismail (left), Executive Director of GOED, and US-CHPA Executive Director Jeff Crowther sign partnership agreement.

GOED's goal is to establish a more active role in China to help the omega-3 industry both in an out of China, said GOED executive director Adam Ismail. "This partnership with US-CHPA will allow us to serve our Chinese members better as well as helping other GOED members involved in the Chinese market."

The US-CHPA has been "on the ground" in China supporting the international

supplement industry since 2010, and will help improve GOED's ability to assist members with sourcing questions, regulatory assistance and answers on business relationships in China.

US-CHPA Executive Director Jeff Crowther commented, "Setting up a new presence in China is not an easy endeavor nor an inexpensive one. This cooperation will assist GOED to get a stronger foothold in the market without investing tens of thousands of dollars. US-CHPA is thrilled to be cooperating with GOED and its members. I feel the agreement is a natural fit and will be extremely beneficial to the industry."

GOED will now be able to offer Chinese-language versions of important omega-3 news and omega-3 research reports and Chinese members will now have access to GOED video material in Chinese on China's YouKu channel. Additionally GOED and US-CHPA will collaborate on regulatory issues related to omega-3s in China. GOED plans to open an office in China in the near future.

About GOED: *GOED, the Global Organization for EPA and DHA Omega-3s, is a trade association representing 200 companies worldwide active in the EPA and DHA omega-3 industry. GOED's membership includes all segments of the omega-3 supply chain from fishing and seafood companies, to refiners, supplement manufacturers, food and beverage marketers and pharmaceutical companies. GOED's members agree to adhere to product quality and ethical standards that are as strict or more strict than any set of regulations in the world. GOED focuses specifically on addressing the insufficient consumption of EPA and DHA in the human diet by promoting global consumption of EPA and DHA and protecting the consumer by making sure our members produce quality products.*

About US-CHPA: *USCHPA is non-profit organization dedicated to the continued development of China's overall natural health product industry by focusing on regulatory advocacy and business development. The association offers its global members valuable services to help them navigate and succeed in one of the most challenging markets in the world. USCHPA represents the largest grouping of international dietary supplement and nutritional ingredient manufacturers operating in China.*

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