

**Ian Lucas**, executive vice-president, Global Marketing  
Ocean Nutrition Canada Limited

Ian Lucas is passionate about the product he sells. Working for Dartmouth, N.S.-based Ocean Nutrition Canada Limited (ONC), Lucas worked on branding the company's flagship product, MEG-3 brand Omega-3 fish oil, which launched in September 2004. "There are real nutritional problems in the Western diet and there is a dietary deficiency for omega-3 EPA and DHA from fish oil," he says. "So the ability to put these essential nutrients into foods people love to eat is very rewarding since it creates so much value for consumers." Lucas, who has held food industry related jobs for the past 20 years, has been with ONC since 2003. The company, founded by John Risley in 1997, develops nutraceutical ingredients for dietary supplements and foods. Here, Lucas talks about his work at Ocean Nutrition and where he sees the industry going.



Ian Lucas

## Q&A

**What do you love most about your job?**

"Working with an outstanding management team, particularly our CEO, Robert Orr. The entrepreneurial spirit of ONC has been a transformation for my career. I'm in one of those special jobs where I can self-actualize my ideas into reality with full autonomy, trust and support."

**What is your management philosophy?**

"Management should set goals and be accountable. More importantly, leadership is earned. Demonstrating results is the way leaders set the bar and then can expect their staff to work to that standard."

**What is the most challenging part of your job?**

"Multitasking."

**How would you describe your operational or management style?**

"Passionate, transparent and achievement oriented. I don't expect people to do any more or less than I would do. I do expect them to be honest with themselves and myself, open and forthright in communications, and have a lot of fun."

**What are the issues the functional ingredients sector is facing?**

"I am concerned with consumer confusion around the term omega-3. Omega-3 has high consumer awareness, but education is required to help people understand that there is a real nutritional problem if their diets lack EPA and DHA. Consumers don't understand that EPA and DHA are physiologically essential nutrients that are building blocks in every cell in your body. Educating consumers that the best source of omega-3 is EPA and DHA from fish oil because of its pre-

dictable nutritional value and health benefits is a challenge. Fortunately, major companies (such as Danone Canada), are using our MEG-3 brand EPA and DHA ingredient from fish oil in their products because they know it is the best source of omega-3. The result is that their commitment to educating consumers will eventually help consumers understand the importance of EPA and DHA in their diet."

**Where do you see your sector going?**

"We are creating an entire new category of nutritional products through the addition of EPA and DHA from fish oil. The omega-3 market is at a tipping point, and from my interaction with customers I believe we're headed for a mass-market consumer food product market similar to the organics or soy market."

**What about opportunities?**

"One of the opportunities for ONC is to create a made-in-Canada biotechnology life science success story. We aspire to create a leading biotechnology company based on Canadian research and development. This is very important for the province of Nova Scotia, because it is hoped that ONC will anchor a life sciences industry here, creating new high-technology jobs in an area of Canada where industry has very much been based on tourism and harvesting resources like fish."

### INTHESPOTLIGHT

**First job:** "Pharmaceutical sales representative with Searle Canada based in Guelph, Ont."

**Favourite food:** "Spaghetti."

**Industry Mentor:** "Robert Orr, president and CEO, Ocean Nutrition Canada."