



HFMA UPDATE

by Lynn Lord,
HFMA Chair

The HFMA – still the voice of our industry

By the time you are reading this, the Natural & Organic Products Expo and Olympia will be behind us, and I will have made my final address as Chair of the HFMA to the members attending our 48th Annual Meeting, which we held during the show. As you will read later, this brought to an end my interesting year as Chair of the industry's most vocal and proactive trade association.

In my address, I was pleased to be able to share a review of 2013 and early 2014. A lot of work goes on every year in the HFMA and some issues remain with us year after year, seemingly forever in the long grass. That might be a good thing, and where we want them to stay, but it takes effort to keep them there.

In September, we held our annual Parliamentary Reception at the Houses of Parliament. It was the best attended we have ever had and proved to be one of the highlights of the year. We have already provisionally reserved a larger room for this year's reception, as we anticipate attendance by even more officials, Parliamentarians and HFMA members, who are always welcome.

The 2013 event was held to promote awareness of the need for supplementation to prevent diseases caused by deficiency, particularly of vitamin D. In my speech, I talked about how the industry was delighted to be working with the Department of Health to share the need for supplementation through vitamin D information campaigns. Kate Green MP, the shadow spokesperson for equalities, was very supportive. She said: "There is no reason that in the 21st century we should be seeing the return of rickets. It really is unacceptable –



we should all be working hard to stamp it out."

Ms Green added emphatically: "We need to get the message out that this type of supplementation isn't some kind of gimmick, and it isn't a case of saying 'it's all right, you'll get everything you need from your diet' – because at risk groups clearly don't."

On April 30 this year, we will see the end of the three-year transition period since the Traditional Herbal and Medicinal Product Directive (THMPD) came into force. Any herbal medicinal products that are not licensed or registered must be removed from shelf by that date. Botanical products, correctly presented as food supplements, can continue to be sold and, if they have health claims, can continue to be used until such time as EFSA decides on the way these products should be assessed.

Our working groups continue to be well attended. These meetings

are a very useful benefit of membership, which we provide to ensure everyone keeps up-to-date with legislation and can help steer decision-making on occasions.

As Chair and on behalf of the members, I'd like to thank Graham, the Secretariat and all our advisors for their continued support and effectiveness in dealing with the issues that affect us and for the enormous effort they put in to assist us all.

I would also like to say a special thank you to the Council members, most of whom I have served beside for the past six years. I have the utmost respect and admiration for the time and the dedication they give to this association. Many of them have been on the Council for over 10 years and I would like to thank them most sincerely for the work they continue to do throughout the year for the benefit of all HFMA members. They derive no financial gain and receive very

little acknowledgement for the excellent work they do.

I am now standing down as Chair of the HFMA and wish my successor good luck. It is a busy role which I have enjoyed and it has been a privilege to serve. Due to time restraints and business commitments, my company, Natures Aid, is standing down from Council. We will, of course, continue to support the HFMA in any way we can as a member and I look forward to seeing you at future events.

Thank you once again to everyone for their support in my year as Chair and for their continued support for the HFMA.

To help us in our efforts to protect this industry and benefit from the gold-standard advice we provide, join the HFMA at the earliest opportunity. To learn more about our activities, please contact me at graham@hfma.co.uk.

HFMA membership is vital to ensure that your company keeps abreast of the fast-changing regulatory environment. The HFMA is the UK's best source of information and most effective defender of our industry's interests. To help the HFMA defend your business at this most critical time contact hfma@hfma.co.uk or call 020 8481 7100.

