



## HFMA UPDATE

by Graham Keen,  
Executive Director

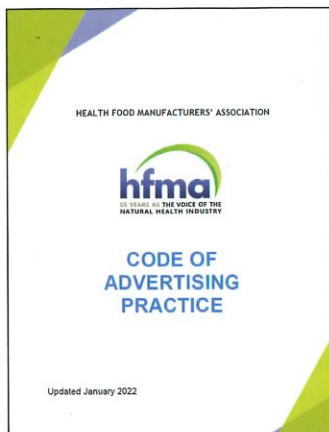
It has been three very long years since we were all able to get together for this great industry's annual 'bash', the NOPE show, and I could not be happier with the prospect of seeing many old friends and familiar faces. To also have the chance to meet face-to-face with representatives from our many member companies, and, of course, to see our good friends at the NAHS and HFI.

In the last couple of years or so, we have collectively faced some extraordinary challenges, not least those caused by the fallout from Brexit and in particular trying to maintain the free movement of goods to enable our members, and their retail customers, to continue to have products to distribute. This has been profoundly challenging, and the HFMA has been working tirelessly behind the scenes to create a positive environment in this respect. But, needless to say, the pandemic, and all that it has brought, has coincided with this. Our industry has been able to continue to function fully throughout this crisis, although not without difficulties of course, and the fact that this happened should not be taken for granted. The efforts of the HFMA and others as the pandemic broke two years ago were vital in ensuring that this could happen.

The NOPE show, and all that has happened in recent years, has caused me to reflect on the HFMA's history and critical role since it was formed in 1965. That's right, in a couple of years, the association will be celebrating its 60th anniversary, quite an achievement. The remarkable vision of a few industry leaders, all sadly no longer with us, created an organisation that has come to represent all that is best about our sector. The HFMA has brought solidarity, direction and profile to the natural products industry, and the vision has remained unchanged ever since.

We truly fulfil our role as the voice of the natural products industry, promoting the highest standards

## Back together again!



of manufacturing, labelling and marketing of our products. The HFMA's Code of Advertising Practice is, to this day, setting and raising the standards by which an entire industry can ensure that it is lawfully marketing its products. And this Code is underpinned by the fact that it has been accredited by our Primary Authority partner, Buckinghamshire and Surrey Trading Standards, in the form of Assured Advice, meaning that companies that market products in accordance with the Code can cite this as part of their due diligence defence if challenged. All HFMA member companies, as part of their membership, are registered to this Coordinated Primary Authority partnership.

The Code is administered by the HFMA's renowned CLEAR CHECK service, which continues to provide its gold-standard bespoke regulatory advice and assistance to both member and non-member companies. The

service that the CLEAR CHECK team provides is also accredited with Assured Advice from the aforementioned Primary Authority Partner. Via the members-only section of the HFMA's website, members have access to literally dozens of CLEAR CHECK Guidance Notes, covering all technical aspects of the marketing of natural health products.

And HFMA membership also brings with it the guidance and support of our renowned expert advisers, including our Scientific Adviser, Dr Michele Sadler, and our Technical Adviser, Prof Paul Berryman. So, if you are faced with questions and dilemmas, you can be assured that there is someone at the HFMA who can help you!

And very often, we are able to provide non-technical industry information and data, not least from the HFMA's biannual Health of the Nation Survey. The 2021 survey, which focused on the impact of the pandemic, was particularly insightful.



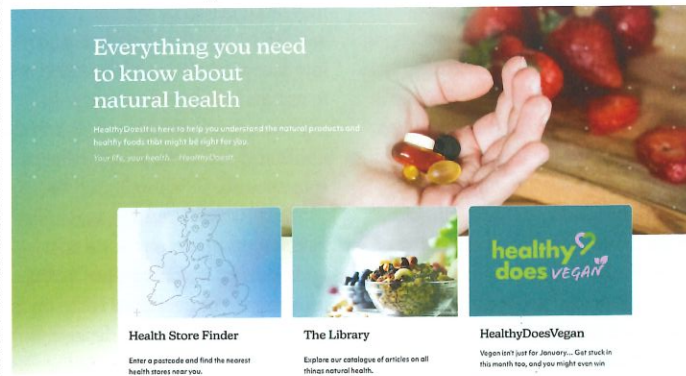
But where the HFMA really comes through for members is in its provision of information and guidance, on the key issues of the moment, via a series of bulletins which cover scientific research, mainstream media activity and activities in Westminster and Whitehall. Most importantly, our biweekly member mailout, which members have come to value greatly as the go-to source of information. And, via our membership of our European federation, EHPM, which acts as our eyes and ears in Brussels, we can always keep track of events in the wider European sense.

As the true severity of the pandemic emerged two years ago, the HFMA took it upon itself to create a new source of rich information about our sector's products, and a mechanism to help drive consumers back to their high street health store, and thus HealthyDoesIt was born. This truly altruistic, non-commercial, website has developed into a series of regular campaigns, HealthyDoesVegan having just been completed.

At a time where natural products are more popular than ever, but the threats we face as an industry are as challenging as ever before, there's no need for your company to stand alone. The HFMA exists to help, support, advise and protect its near-150 member companies. So, why not stop by our stand at the NOPE show and we'll be very happy to tell you more.

Join us. Join the collective industry voice. Together, we are louder. Together, we are the Health Food Manufacturers' Association!

This is a great example of the work that we undertake at the HFMA on behalf of 140-plus member companies. If your company is not in membership and you would like to help us in our efforts to protect this great industry and benefit from the gold-standard services we provide, you should join the HFMA at the earliest opportunity. To learn more about our activities, please contact [graham@hfma.co.uk](mailto: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](mailto:hfma@hfma.co.uk) or call 020 8481 7100.**

