

hfma Bulletin Board

— News, information and comment

The Voice of the
Natural Health
Industry



NEWS...

A recent article in the Daily Mail highlighted the first ever commercially available smoothie, produced by a leading UK supermarket, containing three of the recommended daily five fruit and vegetable portions.

In the context of analysing healthy diet trends in the UK, the article went on to talk about the HFMA Healthy Nation Survey 2012 which found, amongst other insights, that six in 10 British adults admitted to not eating enough fruit and vegetables.

This article illustrates the credibility and recognition of the HFMA as a reliable source of information with the national newspapers, and also the Association's capacity to provide valuable insight on the nutrient needs in the UK population.

Passing the baton...

As I come to the end of my third year as Chair of the HFMA it is a good time to reflect on where we are. During my time as Chair I have sought to help improve this organisation and ensure it is up to date, well-resourced and prepared for the challenges our industry faces, and as a result there have been some significant changes.

The HFMA is the leading UK Association in the Natural Health sector, and is now in its 47th year, having been formed in 1965 by a small group of passionate and forward-thinking companies. It now enjoys respect from stakeholders as a result of the professional and pragmatic approach it takes. The HFMA is also a strong organisation that is not afraid of some of the difficult decisions that challenges bring, and it is ideally positioned to stay at the centre of the important debates that influence and affect our industry.

A good example of this occurred in mid-2012, when we undertook a legal



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challenge to the Nutrition and Health Claims Regulation along with our Dutch counterparts, NPN, and now we await the result of this, probably in 2014. No organisation takes such action lightly and yet we are able and strong enough to see this through to its conclusion.

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We continue to listen to our membership and thank them for their invaluable support. We welcome the various events where we meet with them, not just our seminars and at trade shows, but at our very active working groups and through day to day contact, which helps us to better understand their needs, whether they are a large or small organisation.

I would like to thank the HFMA's secretariat and officers and our various invaluable, experienced and very knowledgeable advisors who help guide us, as an organisation, to make the informed decisions and action we

need to take. This only happens as a result of the tireless commitment and effort of everyone working with the HFMA and I would like to personally thank all of them for what they do for us.

As I conclude my time as Chair, I am proud to have been given the trust of our members to lead the organisation as I felt was needed. I've always wanted to give back to this industry what it has done for me and thank our members for supporting me. I feel that I leave this role with the organisation strong and well positioned for the future. I thank our members for enabling me to make a difference.

Ten benefits of HFMA membership

If your company is not already a member of the HFMA, here are 10 reasons why you should consider joining:

- 1** All suppliers to the health food trade are threatened by legislation that could decimate key sectors. The HFMA advises you on how to fight for the right outcome on legislation and keeps you up-to-date with key legislative and regulatory developments
- 2** Members receive bi-weekly bulletins and can attend 15 Working Group meetings a year entirely free of charge
- 3** Enrich your knowledge via the wealth of information from privileged access to the Members' section of the HFMA website
- 4** Borderline issues – benefit from LAPAD's (Labelling, Advertising and Promotion Advice Division) expert assistance
- 5** Enjoy Member-rate access to the renowned experts at LAPAD and enjoy a free labelling and marketing 'compliance check' when you apply for membership
- 6** Understand EU and international developments via HFMA memberships of the EHPM and IADSA
- 7** Tell your customers that you are supporting the industry fight for proportionate legislation and spread the news within your company – all colleagues can receive HFMA bulletins and attend the Working Group meetings
- 8** Regular opportunities are available to network with industry colleagues
- 9** Comply with HFMA Codes of Practice and raise industry standards
- 10** Gain competitive advantage by understanding threats and opportunities first

For further information, contact
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