



bulletin board

A strong organization built on solid foundations

At the time of writing this article we had just returned from Natural & Organic Products Europe, which was, as always, an inspiring event for the industry – albeit a shame we shared the immediate vicinity with a multitude of marathon-running enthusiasts, including the HFMA's own chair, Robert Taylor. I've yet to hear if he finished, survived or overtook Mo in the finishing straight!

Fortunately, I could then sit down to write this, as having had three days on my feet and covering a total of nine miles meant that my feet were not as they should be. I was also privileged to be present at the 30 under 30 presentation, for which I was asked to be a judge. No, really! What an inspiring selection of young people. I feel safe in the knowledge that if the future of our beloved industry is being managed by these hugely capable individuals, then I know it will be in very safe hands. More power to their enthusiastic, energetic and passionate elbows.



Tom Moses
is director of Natural Trade Brokers and treasurer of the HFMA council

On 5 June, the HFMA held its annual general meeting of members at the Parliament Chamber, Middle Temple Hall, followed by a seminar to present Key Issues; Senior Level Update. While the political outlook for Brexit continues to be uncertain, our association looks at the possibilities of an updated, more realistic regulatory framework, and a new era of greater transparency.

At the AGM it was my pleasure, as treasurer, to deliver some good news about the financial 'health' of the HFMA, and this was down to our own hard work and the continued support of our members. The signs for 2018 remain optimistic, with subscription levels looking to be similar to those of last year. With the natural health industry playing an important role

in Brexit negotiations, we see our role in keeping our members at the forefront of the democratic process as more vital than ever. The increasingly important Micronutrients and Health APPG is attracting influential parliamentarians and stakeholders to give the industry a voice in debates which directly affect the health and wellbeing of our members.

The HFMA has been at the forefront of holding back the tide of unwelcome and intrusive legislation from the EU and will now continue, with the help of its members, to represent the best interests of the UK in the new dawn of the post-Brexit UK. And we need more companies to engage with the HFMA to secure the future and not just ride on the coattails of the HFMA members who support and care for this great industry.

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Getting the best from the HFMA

Friends in high places

Your HFMA membership provides access to some of the best experts and advisers in the industry. These experts have assisted the association and its members with a multitude of cases including: health claim dossier preparation; legal interventions; understanding new regulations; and consumer media enquiries. As well as drawing regular valuable insight from our existing bank of advisers, we constantly keep abreast of the industry landscape and the key commentators at its heart through our regular news bulletin services, ensuring we are as well placed as possible to build relationships with experts.

For more information about our range of advisers, visit www.hfma.co.uk/advisers

News ...

Beauty begins from the inside

The adage that beauty starts from the inside has, in recent times, taken on a more literal meaning than ever before for many people in the UK.

Recent research from online retailer Net-a-Porter reveals that among the brand's customer base, supplement powders are now outselling skincare serums, and that trend is evident throughout the industry, with scientific research and media headlines hailing the cosmetic benefits of everything from probiotics to zinc tablets. As the demand for health supplements diversifies, it's important that the industry taps into those new markets as effectively as possible.

A PLATFORM FOR COLLABORATION

Tuesday 5 June marked the HFMA's AGM, held at the prestigious Parliament Chamber at Middle Temple Hall. The AGM provides a unique opportunity for members to meet with their council, expert advisers and, of course, each other.

The AGM provides a platform for discussion and collaboration on some of the key issues affecting our industry, including, vitally, our impending exit from the European Union, and how we can ensure as smooth a transition as possible.

We also used the AGM to present this industry's greatest accolade – the Maurice Hanssen Award of Honour – as well as the HFMA Journalist of the Year. It was great to see so many of you there, celebrating another great year for our industry.