



Bulletin Board

News, information and comment

The voice of
the natural health
industry



Nurture talent and grow your business with external support

As a family company with over 80 years' history, LanesHealth recognizes how easy it is to lose sight of new ideas and different ways of working.

In the fast-moving, highly regulated world we live in today it is essential that companies remain on top of their game by understanding the changing environment and finding smarter ways to work to help them remain commercially successful.

It's important to know and understand how other companies work so we can incorporate best practice into everything we do. One way to do this is to introduce a non-executive director onto the board. Chosen well, a non-executive director can bring new insight and can support the board, as well as challenge existing practices in a positive way. The Institute of Directors can provide help in sourcing a suitable person.

It is also essential to keep everyone up to date in a world



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where regulation and practice is constantly changing and, for us, this involves providing resources for training, both on and off site. By bringing external trainers into the business, they can understand how we work and offer advice on how we might work smarter.

Whilst giving staff the time and resources to attend external courses, they not only receive direct training but also have the opportunity to network and learn how others address some of the similar issues we face.

Training is essential at all levels of an organization and it's important not to neglect the senior management team. There are a number of organizations offering training in

leadership, such as Quolux in the south west.

For retailers, 24-hour news, social media and Google mean that consumers are much more savvy about the products they are buying. Therefore, it is essential for retailers to invest in training to help them understand in-depth the products they are selling. It is also vital they understand the legal requirements that govern the business, whether they relate to the products, employment, health and safety or the myriad of other regulations that businesses are subject to today.

There are many organizations that can help with training, but for our industry the first port of call must be the Health Food Institute that promotes training and excellence in the UK health food industry.

For any business, long-term survival will mean making use of external resources to create a company that can meet the challenging demands of the 21st century.

Getting the best from the HFMA

Staying connected

While as an industry we may feel further removed than ever from the decisions on regulations and food law that are made in both Brussels and Westminster, HFMA membership gives members a direct involvement in the debates that will go on to shape the regulatory framework for our industry.

HFMA members can take advantage of the association's key contacts:

- **UK Legislators:** Government, MPs
- **EU Legislators:** EU Commission, MEPs
- **Regulators:** FSA, MHRA, DoH, BEIS, RD
- **Enforcement agencies:** FSA, TSI, CAP/ASA

The HFMA's expertise here helps its members lobby legislators effectively, and ensure the interests of responsible manufacturers are regarded with the highest importance.

PROTECTING YOUR INTERESTS

To ensure members are kept up-to-date with the latest challenges affecting our industry, the HFMA hosts a regular timetable of seminars from various experts in their fields. In the latest of these, Duncan Mackenzie Reid, head of corporate at Pegasus PR, explained the importance of 'key issues management principles' for natural health brands on social media. Here he gives a few of his top tips from the day:

1. Knowing the difference between an issue and a crisis can help you better protect your brand in times of trouble.

As a general rule, issues management is a strategic management process that helps organizations detect and respond appropriately to negative news about that company's reputation, products or sector, and crisis management is an often unforeseen negative incident which has the potential to severely damage a company's reputation and consequently, their bottom line.

2. In general issues management practice, we talk about 'the golden hour'. In social media issues, we get just 20 minutes

before escalation, so make sure you have your product's efficacy data to hand. A on-hand nutritionist also helps to talk journalists through complicated claims.

3. In the world of social media, everything you say is public. Don't use the protection of an offline conversation to make mistakes. Anything you say in a private email to a customer could be shared, so keep your key messages consistent.

For more information about the HFMA's seminars, visit www.hfma.co.uk/media-events/

News ...

A handful of nuts can slash heart disease

A recent study has found that eating a handful of nuts a couple of times a week can cut the risk of heart disease by over a quarter. The study, led by Harvard University nutritionist Dr Marta Guasch-Ferre, comprised over 200,000 people and found that those who regularly ate cashews, peanuts, pecans, walnuts, hazelnuts, almonds and pistachios were 23% less likely to develop coronary heart disease and 15% less likely to get cardiovascular disease.

Medical professionals have been keen to stress that the study – published in the *Journal of the American College of Cardiology* – focuses on raw, often unprocessed nuts, which may produce very different results from roasted and salted nuts.