

HFMA Bulletin

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Another year of leading this industry from the front

As always when I write this *Natural Products News* article, I look back on last year's for inspiration and to ensure that the eagle-eyed among you don't accuse me of regurgitating the same story from one year to the next – I know you've been waiting with baited breath since the last one, and it was 11 months ago!

I usually have the benefit of coming out of the HFMA's AGM in early June so I can write about the fact that the HFMA is once again in good financial health, having reported as treasurer for the last 20 years. But as with most elements of our current environment, our AGM has been

postponed until July so you'll just have to wait for the 2019 results – but a sneak preview might tell you that you won't be disappointed. Which is just as well, given the current unprecedented economic situation and state of the nation's health. If you need to be reminded of all the support the HFMA has given to its members since the current crisis occurred, just read any of the 17 (and counting) COVID-19 member updates that Graham Keen and his team have sent out to assist not just HFMA members but the industry as a whole during these challenging times.

I'll highlight one in particular, which updated everyone on the HFMA's lobbying of the Prime Minister's office to ensure that all health stores could remain open and trading during the lockdown period, and subsequently to ensure that our sector's employees had 'key worker' status throughout the crisis. As an industry, aren't you glad that you have the comfort blanket of the HFMA to wrap around you, keeping

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you toasty warm and comfortable as these troubled times continue?

The early signs for 2020 are that our subscription income may rise to a new record level, thereby enabling us to continue our great work for the industry. And there will be some exciting new initiatives announced at the upcoming AGM, so keep your eyes on the HFMA mailouts for news.

Interest in HFMA membership remains extremely buoyant, but it remains the case that we need more companies to engage with the HFMA to help us secure the future, and not just ride on the coattails of the HFMA members who

support and care for this great industry. But I can confirm that our members are represented by a financially secure association, thanks in no small part to our ever-loyal and supportive member companies. If you are not a member of the HFMA and want to know more about how you can help us to protect, promote and defend this industry, please make contact with the secretariat at hfma@hfma.co.uk.

Finally, we were all desperately disappointed that Natural & Organic Products Europe (NPE) had to be cancelled this year. We know there were many exhibitors who were launching exciting new products at the show and as we all know, new product innovation is the lifeblood of our retail partners. Let's hope that all this planned NPD still happens and gives a much-needed boost to sales. Please also spare a thought for Carol, Georgina and the hardworking crew at NPE who saw a whole year's work disappear in the blink of an eye. We'll see you next year and have a splendid time!

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