

Whole Foods partners with NOPEX for buyer initiative

NATURAL & Organic Products Europe (NOPEX) has announced a major new initiative to help connect natural and organic food, drink, beauty and health brands with leading retailer Whole Foods Market UK.



16-17 April 2023
ExCeL | London

new product initiatives, which for Whole Foods Market is at the centre of our business to make sure we are nourishing people and the planet. We look forward to attending the event to network and stay current with the latest trends and research in the industry."

The Whole Foods Market UK buying team will take part in a range of carefully curated meetings during the show at ExCeL London (16-17 April 2023), providing an exclusive opportunity for exhibiting brands to facilitate a life-changing partnership with the health food supermarket.

"As Whole Foods Market continues to lead the way in bringing innovative trends to the high street and unique food, drink and health and beauty developments from across the globe, we are delighted to be attending next year's Natural & Organic Products Europe," says Jade Hoai, executive leader, operations, Whole Foods.

"The event is a chance to focus our priorities on quality, local and sustainability in all

one-to-one meetings, Hoai and Tim Howard, Whole Foods category merchant (culinary), will be part of the judging panel for the Natural & Organic Innovation Awards Europe and will also present an award at the ceremony. Cillian Cook, category merchant (health and beauty), will also present an award, at the Natural & Organic Beauty Innovation Awards.

NOPEX event director, Carol Dunning, adds: "We are thrilled to have worked with Whole Foods Market over the years, but this is another step up in our working relationship ... We cannot wait to introduce the buying team to our exhibitors to find the latest innovative products on the market from the organic and natural world."

Criticism sees PM reverse COP decision

FOLLOWING backlash from climate campaigners and opposition parties, UK Prime Minister Rishi Sunak reversed his decision not to attend COP27 days before the event.

Sunak initially defended his position, calling the UK's climate leadership 'unmatched'. "We're one of the countries that has decarbonized the fastest, we now get over half our energy from zero-carbon sources, we passed a landmark law to protect the environment – and under my government we're going to continue to deliver on all of those things" – something he said he is 'very personally committed to'.

But, he continued, 'the depressing domestic challenges we have with the economy' required his full

attention. "I think that's what people would reasonably expect me to be doing," he told the BBC.

At the time, Green Party MP Caroline Lucas reacted with the following: "If we don't address [the climate crisis] properly then frankly all of the other domestic issues are going to be a hundred times harder to address. The climate crisis is about energy prices, [it] should be about a way of responding in terms of green jobs and investment into the renewable energies that will get our economy going again. I don't think it helps to think of climate change as some kind of separate siloed issue ... it underpins everything that we do now and that was made incredibly clear by the UN. The signal that this gives out to the

HFMA Bulletin

Brett Tomlin, managing director,
EuroCaps Ltd



High quality supplements for UK health

The recent COVID pandemic put a huge strain on our NHS, and pressure remains at an historic high. Therefore, it is reassuring that our new Prime Minister has made it a key priority to tackle the challenges faced by our health service. As a country and an industry, it's now more important than ever to encourage health and wellness. We need to find as many ways as possible to improve people's health and reduce the likelihood of them needing to use the NHS.

At the HFMA, amongst the many good things we do, we are examining how we can promote the benefits of health and nutrition to the Government. It is true that many people are aware that eating a healthy balanced diet is the generally accepted and recommended way of maintaining good health. However, in reality, and all too often, this is not the case; we really shouldn't think that everyone will, or is even able to, eat this healthy balanced diet.

There are numerous reasons for this, including: the cost – the healthy option is rarely the low-cost option (very relevant now with the current cost of living crisis), whereas the unhealthy option is usually much more affordable; and personal choice – for many people the unhealthy choice is simply far more tempting, and often more convenient.

The inevitable unbalanced diets will result in nutrient deficiencies, and so I strongly believe that there is a place for supplements in the UK diet, and in particular the excellent

quality products manufactured here in the UK. I don't just say this because I've worked in the supplement industry for over 25 years, but because it makes perfect sense to do 'exactly what it says on the tin' (or pot): to supplement the diet. Throughout my career I have seen the positive benefits supplements have for so many people – and even personally in helping me keep fit and healthy, which makes my belief stronger. If we're being honest here, for many people supplementation will be the only way to get certain nutrients in their diets and, in fact, probably at the lowest cost. Supplements should, therefore, be part of a healthy balanced diet, because food alone cannot achieve this for many people.

I am proud to say that here in the UK we have an extremely high quality supplement manufacturing industry, many of whom are members of the HFMA, and we should continue to support and promote this industry. We are proud to include 'Made in the UK' on our packaging, and for many brands and products, this mark is just as important for their export markets as it is for our own UK market. We should continue to promote and support these companies by engaging with the right people in Government to encourage this support. Not only will we support the health of our nation and consequently reduce the burden on the NHS, but we can help to ensure the continued success of our supplement manufacturers and the health food industry.

The views expressed by our columnists do not necessarily reflect the views of our editor or publishers



The Health Food Manufacturers' Association (HFMA) is the voice of the natural health industry. For further information, advice or details about membership, visit www.hfma.co.uk

rest of the world, I think, is deeply, deeply serious and I would just urge Rishi Sunak to think about this again."

On 2 November Sunak's COP27 attendance was confirmed. During PMQs he told the House of Commons he would travel to the summit 'to deliver on Glasgow's legacy, building a secure, clean and sustainable future'. Lucas welcomed what she called 'a screeching U-turn': "Let this be a lesson to him – climate leadership matters."

The events followed similar criticism over the decision for King Charles to remain absent from the conference. The



summit agenda was due to feature the King's speech, as it had in 2021, but consultations with former PM Liz Truss led him to pull out.

A petition – which amassed over 84,000 signatures – was launched by Women's Institute Climate Ambassador Jill Bruce, who said that Charles' 2021 speech 'sent a powerful message that is now being undermined'. Bruce hoped public pressure would 'show decision-makers how important it is for the British public to have their head of state in attendance'. But Buckingham Palace's decision held strong; on 4 November the King hosted a pre-COP reception at the Palace, bringing together 200 politicians – including the PM – business leaders and campaigners.