

# HFMA Bulletin

Martin Last,  
HFMA director general



## Looking forward

**T**his industry is always facing challenges, but it most definitely has a strong core of people who are committed to taking it forward, and this sentiment is carried right to the heart of the HFMA.

The HFMA continues to assist and help its members to address the many challenges that UK businesses are experiencing in today's environment. As the new HFMA director general, I am committed to reinforcing the ongoing efforts in providing advice on regulatory, technical, political and other matters, to all of our membership.

The extended HFMA team now includes James Connell as the head of our Primary Authority-accredited CLEAR CHECK service. I am supported by Esther Mills-Roberts, director of communications, who, with her technical background, brings a targeted, informed and applied approach to many areas at the HFMA – most notably HFMA messaging. We have a fantastic administrative team to support everything that we do; all bring considerable industry knowledge and experience in addressing the many issues that we face.

Many will know that I bring 30 years of experience to the HFMA, as a long-standing council member, an ex-chair and as a member company. I trust this will help me to appreciate what you, as members, are experiencing, and to help in providing the services our members need. In addition, I hope to provide greater affinity with matters in Europe in my associated role as vice chair of the EHPM (our European partner association) and as chair of their quality and technical committee. As the UK establishes its new regulatory framework, it is ever important to ensure, wherever possible, that any divergence with Europe is either minimized or managed. This way we can ensure sound opportunity for UK business as well as open routes to what is our closest trading partner. We also have an international voice through EHPM membership of the International Alliance of Dietary/Food Supplement Associations (IADSA).

We see a young and vibrant industry ahead of us, with many new companies forging

ahead, and the HFMA is now ideally positioned to provide the insight for these new companies. The members' HFMA working groups are ever expanding, giving a regular quarterly opportunity for member companies to share current issues and seek practical solutions to industry challenges with direct contact with the HFMA team and with our technical and scientific advisors. The meetings really do help companies and show that 'together we are stronger'. As the authoritative voice of the natural health industry, the HFMA supports the interests of its members

with legislators and regulators; promotes industry best practice for product quality and safety; and provides responsible information for consumers. Apart from the scheduled meetings, the HFMA regularly informs its members with bulletins, education, advice, data on websites and webinars to keep up to date with the

changes that affect them.

The HFMA encourages regular dialogue, negotiation and the building of strong relationships with legislators and Government through contact with MPs and with regulators (DHSC, Defra, FSA, MHRA, BEIS) and enforcement agencies (FSA, TSI, CAP/ASA). HFMA members automatically become part of the coordinated Primary Authority Partnership with Bucks & Surrey Trading Standards, which provides assured advice on many key issues and gives reassurance to companies should they receive approaches from enforcement agencies. This 'insurance' can be invaluable when that day arrives.

The HFMA really is the voice of our industry and has never been better placed to address the challenges that the future brings. The HFMA continues to work to give industry the support it requires for existing and new businesses and if there is leverage, prominence and promotion of natural products to be had, the HFMA makes sure that those issues and opportunities are brought to the fore.

*If you would like to know more about the benefits of HFMA membership to your company, visit website [www.hfma.co.uk](http://www.hfma.co.uk)*

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