

# MOVING WITH THE TIMES



Graham Keen (left) lauded by HFMA Chair Steve Mann.

**C**hange often creates more change and the Health Food Manufacturers' Association is no different.

July saw Martin Last, HFMA Director General, complete his first year in office and a time to reflect on the role and his future aims and plans for the organisation and its supporting members as regulations change and new challenges arise both within the UK and Europe.

The AGM in June was a time to reflect on the past and the future. Held at No 11 Cavendish, we were joined by members to discuss, learn and celebrate with networking, seminar presentations and, following the formalities of the morning, the awards.

The Maurice Hanssen Award of Honour, the highest accolade the industry offers, was awarded to Graham Keen, recognising his 15 years heading up the HFMA and his long service to the industry as a whole. It is always an honour to be able to recognise those who have served our industry and been instrumental in taking the trade and the HFMA to where it is today.

The HFMA team has also been expanded to include Houaida Alawieh as the new Technical Manager. Houaida brings with her a great deal of experience and knowledge when it comes to regulatory and technical information. She is also heading up the new Regulatory Complaints Procedure (RCP) to help brands maintain a level



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and legal playing field when it comes to claims and product information. Working closely with CLEAR CHECK, the Comms team and members, Houaida has already become a valuable member of the team.

CLEAR CHECK continues to be busy with requests from members and non-members looking to ensure their labels and marketing materials are compliant with all current and forthcoming regulations. It is always worth remembering that companies who are not currently members of the HFMA are able to use the CLEAR CHECK services and the incredible amount of knowledge that they have at their fingertips. With the new Improvement Notices coming into force in October, brands are encouraged to ensure their labels and marketing material is all compliant and up to date. We are only a phone call away.

There have also been changes within the CLEAR CHECK team and the department is now headed up by Jenny Carson, who is now the Team Leader and Regulatory Adviser of CLEAR CHECK. She is still assisted by Gwyneth Massey, Regulatory Adviser/Code Administrator, with over 30 years' experience in the role. Her knowledge of food supplement and skin care regulations is a real asset to the team.

September sees the team expanded again to include Brid Clesham who has joined as an Associate Regulatory Adviser.



Houaida Alawieh



Jenny Carson

Within Comms we are still actively monitoring the media on a daily basis to ensure we are aware of potential negative press and keep up to date with what is being presented to the consumer via mainstream press, blogs and online content as well as TV and radio activity. Members are able to sign up to our regular updates via the member section of the website.

As always, we welcome input from members and if a company would like to find out more about what the HFMA can do for their business, we are always happy to have a chat and tell you more.



**More info about the HFMA and membership, [www.hfma.co.uk](http://www.hfma.co.uk), tel. 0208 481 7100**