

## John Frisby

### HFMA MAURICE HANSEN AWARD OF HONOUR

The Health Food Manufacturers' Association (HFMA) has announced John Frisby as the deserving winner of this year's Maurice Hansen Award of Honour, the industry's most prestigious annual award, at its Annual General Meeting (AGM) on the 4<sup>th</sup> June 2019.

The natural health industry's greatest accolade has been awarded to John for his longstanding and passionate commitment to supporting natural health within the industry. John's career is both extensive and impressive, beginning in 1977 with the creation of his own health food shop 'Food for Living', driven by his quest for a natural way to treat the digestive problems he had suffered in his teens.



(L-R, John Frisby receiving the award of honour from HFMA Chair Robert Taylor)

His role in the industry became more influential when he was invited to join the Health Food Institute as a Board member, and was honoured to be asked to become Chair of the institute where he has now served in that role for the last 11 years. As Chair, John injects tireless energy into promoting training and knowledge as the cornerstone of the industry, and ensuring the highest standards of excellence are met by all health food retailers and their staff.

Founder and Secretary of the Health Food Industry, and former HFMA Award of Honour recipient Ray Hill commented, "There is nobody in the retail arm of this industry who deserves this award more. When John was first appointed Chair of the Health Food Institute over ten years ago he was

worried and concerned about being the front man and having to stand up in front of the great and good of this industry. It was a delight to see him overcome any such concerns and has done a wonderful job in the role. It will not be easy to find another to match his perseverance, his persistence for perfection on each and every occasion.”

Commenting on his award, John said “I have a committed and fond history in this industry, starting in my teens, and stretching longer than I’d care to admit. I’ve come a long way since my teens, when a cod liver oil capsule was the extent of my nutrition plan. But I have always believed that we have some of the most talented and passionate people in the industry, and it’s been a pleasure support these individuals over the years.”

HFMA Chair Robert Taylor, who presented the award, commented “It is my honour to present this award to such a passionate and committed member of the industry as John. Throughout his career, John has been dedicated to promoting the highest industry standards in natural health retailing, and has justifiably developed a highly-respected reputation for this commitment. I could not imagine a more fitting and appropriate winner.”

The HFMA - the voice of the UK’s natural health industry since 1965 - represents around 120 manufacturers and suppliers of natural health products and founded the HFMA Award of Honour in 1995, when it was presented to Dame Barbara Cartland.

In 2005, the award was renamed to the HFMA Maurice Hanssen Award of Honour in memory of Maurice, who received the award in 2001. Other past winners include Professor Arnold Beckett, Eamonn Regan, Ian Martin, Roger Lane, Colin Tophill, Keith Pollitt, Kell Sainsbury, Ray Hill, Penny Viner, Brian McLoughlin, Sue Croft, Derek Shrimpton, Jan De Vries, Rand Skolnick, Professor David Richardson, Dr Kartar Lavani OBE, Lisa Bradley and last year’s winner, Robert Wilson.

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**The HFMA**

The Health Food Manufacturers’ Association (HFMA) is the voice of the UK’s natural health industry and represents more than 125 manufacturers and suppliers of natural health products. Founded in 1965, the HFMA is a not-for-profit organisation which operates long-standing codes of practice to ensure that member companies adhere to high standards and offer good quality, safe products supported by responsible, lawful information.

For further information about the HFMA, visit [www.hfma.co.uk](http://www.hfma.co.uk).