

Amy Packer
HFMA HEALTH JOURNALIST OF THE YEAR

The HFMA has named Amy Packer as Health Journalist of the Year during its awards presentation at its Annual General Meeting (AGM) on the 4th June 2019.

The Health Journalist of the Year Award is presented annually by the HFMA (Health Food Manufacturers' Association) on behalf of its member companies. As one of the most sought-after accolades amongst serious, progressive health writers and broadcasters, this award recognises the best of journalism covering the natural health industry.

This year's Journalist of the Year award winner Amy Packer is an influential health editor for Reach PLC - one of Britain's biggest newspaper groups, that includes the Daily Express, Daily Mirror and Daily Star.



(L-R, Amy Packer - Health Editor and Journalist of the Year; Robert Taylor - HFMA Chair and Senior Vice President at Vitabiotics)

Amy is an experienced journalist with over 20 years in the industry. Over the years, Amy has written about a huge range of health topics from cancer to sleeplessness, and focuses on providing realistic and practical tips that readers can try whatever their budget, age or circumstances.

Robert Taylor, HFMA Chair comments: *“Amy champions natural health in her content and also places a huge focus on charitable causes. In fact, she has been praised by charitable organisations for her*

supportive and investigative reporting in the areas of breast cancer and Alzheimer's among many others. I'd like to thank her for her long standing and passionate commitment to using her voice and influence to help a nation to be healthier."

Speaking on her award, Amy says: *"I'm honoured to receive this award from the HFMA. I am so passionate about preventative health and aim to use my platform to encourage people to live healthier lives. There is an increasing enthusiasm from the public for accurate information on how they can manage their own health through diet and lifestyle, so I feel extremely privileged to be able to do this as a career."*

The HFMA – the voice of the UK's natural health industry since 1965 - represents around 120 manufacturers and suppliers of natural health products. It founded the HFMA Health Journalist award in 1998, and has since celebrated the works of over twenty journalists and broadcasters including Victoria Lambert, Dr Chris Steele, Michael Van Straten, Sarah Hartley, Dr Hilary Jones and last year's winner, Lucy Gornall.

The HFMA has also acknowledged the growing and diverse channels in which the natural health industry and last year named its second Blogger of the Year as Georgie Young, a health blogger and Editor of 'Greens of the Stone Age'. The award celebrated her tireless efforts to provide her readers with easy-to-digest advice on fitness, supplementation, natural beauty and sustainable living.

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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.