

# Annual Report 2019

**Protecting our  
industry and  
supporting the  
health of our  
nation**



# Who's who in the HFMA

## Council



**Vitabiotics**  
Robert Taylor (Chair)



**Natural Trade Brokers**  
Tom Moses (Treasurer)



**Nelsons**  
Steve Mann (Vice-Chair)



**Comvita**  
Andy Tarnai



**ADM Protexin**  
Aileen Green



**Lehvoss UK/Gee Lawson**  
Julian Domszy



**Holland & Barrett International**  
Lisa Garley-Evans



**Lamberts Healthcare**  
John Todd



**LanesHealth**  
Janet Groves



**MPL Marketing**  
Martin Last



**Nature's Bounty Company**  
Raj Dhaliwal



**Biocare**  
Emma Ellis



**President**  
Peter Aldis



**Vice-President**  
Penny Viner

## Secretariat



**Executive Director**  
Graham Keen



**Office Manager**  
Philippa Williams



**Office Assistant**  
Denise Penfold

## CLEAR CHECK



**Code Administrator**  
Gwyneth Massey



**Code Administrator**  
Esther Mills-Roberts



**Code Administrator**  
Katie Burren

## Advisers



**Political & Public Affairs**  
Simon Fitzpatrick  
Cicero/AMO



**Scientific Adviser**  
Dr Michele Sadler



**Technical Adviser**  
Prof Paul Berryman



**Public Relations**  
Sarah Winterbottom  
ROAD Communications

# Message from the Chair

## Protecting this great industry – now more than ever

Over the last year, the HFMA has stepped up more strongly than ever to protect the natural products industry, its members, and their employees.

The COVID crisis has brought a focus on personal health, wellness and prevention that we have never seen before. Sustained high profile coverage of nutrients like vitamin D has shone a powerful spotlight on the critical importance of this industry in helping the nation to stay healthy. The products we have pioneered for decades have seen record numbers of positive news reports and I believe will ultimately gain a greater respect from scientists and regulators than ever before.

But it has been deeply challenging. At the start of the crisis the HFMA's strenuous efforts to keep health stores open was successful in securing early confirmation, directly from Downing Street, that health food stores constituted an essential service, sanctioned to stay open. Critically, the 'Key Worker' status of HFMA members' employees had also been confirmed, and there can be no greater example of protecting our members' interests. And throughout lockdown we've helped members stay in touch with no less than 21 separate COVID-19 Member Updates.

There were many other milestones during the year; our HFMA Code of Advertising Practice received Assured Advice accreditation, and we continued to prioritise our members' concerns on ingredients, labelling and tackling unfair and illegal trading practices.

We continued to protect members' interests in Ireland, working closely alongside the Irish Health Trade Association (IHTA) for the best outcomes on the Food Safety Authority of Ireland (FSAI) review of maximum levels. We also continued to support the IHTA's 'STOP THIS VAT' campaign, with the most damaging higher level VAT position being avoided.

Looking to the future, the HFMA has turned its attention to helping our health food stores survive in a post-COVID world, dominated by major online players. Health food stores have historically pioneered the introduction of our members' innovative products and our new 'Heathy Does It' campaign will drive home the public message that their advice, expertise and choice is unsurpassed.

Post-Brexit we will continue to protect our member's interests through our European federation, the EHPM, and HFMA Council member Martin Last's important role as Vice-Chair of the EHPM Board and Chair of its Technical and Regulatory Committee.

Overall the HFMA has never been in a stronger position with a growing member base that truly allows us to say that we represent the entire industry; from mass-market vitamins to the most specialised of ingredients. Our protection is here for the interests of ALL sizes of business.

In the history of this organisation there have only ever been two HFMA Presidents; Maurice Hanssen and Peter Aldis. After 17 years in the role of President, I would like to pay tribute to Peter for his many years of enormous contribution and service to the HFMA, as President and in many other roles. It was the unanimous decision of Council to recognise Peter's amazing contribution to the HFMA, and the health industry, with this year's Maurice Hanssen Award of Honour – made all the more fitting by the fact that Peter will become the 25th winner of this award.

I am in turn delighted to congratulate Penny Viner as the obvious successor to become the next HFMA President, subject to ratification at this year's AGM. Penny has served as former Chair, and for 7 years as Director of the HFMA, before becoming Vice President. There can be no better or more worthy next President of our association than Penny.

I would like to thank our dedicated Executive Director Graham Keen, and our Secretariat, including Tom Moses who this year reached the milestone of 20 years as Treasurer, our officers, advisers, and Council members who give so much of their time. I would also like to pay tribute to our CLEAR CHECK team, and note that this year we said a fond farewell to Jenny Akers after 27 years with the HFMA.

Finally, and most importantly, I thank every member company for their great support. Together, though the hardest times imaginable, we've been there for our members every step of the way, protecting our industry and the health of the nation like never before.



Robert Taylor



# Executive Director's Report



Graham Keen

**As we tackle the enormous and unprecedented challenges that 2020 has presented to us all, it is easy to forget that 2019 was also a year of profound importance to this industry, and for our member companies. We planned for the UK's exit from the EU against a backdrop of huge uncertainty about when or if it was actually going to happen, dealt with ongoing product-specific issues and threats (the status of CBD products being a good case in point), and then ended the year with the boost of the excellent findings from our latest Health of the Nation Survey.**

We now know that we have formally departed the EU, although whether some form of 'deal' will be in place when the transition period ends remains unclear. But the HFMA's post-Brexit wish remains as we have consistently stated throughout – that we might be able to better regulate our food industry here in the UK, and as a result correct some of the worst excesses of recent EU over-regulation. We are looking forward to engaging with UK policymakers and officials in the months and years ahead as we work through these regulations and determine how they can be best refined and improved to suit the UK's specific needs and circumstances.

Our over-arching desire is for this to manifest itself in the following outcomes:

- UK policymakers should recognise and champion the health foods industry as a national success story helping tens of millions of UK consumers to lead healthier lives
- UK Government policy related to public health and prevention should always have regard to the critical role that supplementation has to play at all life stages, from maternity through to later life
- Health and education professionals engaged in public health issues should be equipped with the knowledge and understanding to raise awareness of the importance of micronutrients in tackling a wide range of public health challenges
- The UK should maximise the opportunity presented by Brexit to implement a regulatory regime for the health foods industry that is tailored to suit the specific needs and circumstances of the UK population
- The UK should seek to maintain a close trading relationship with the EU, which enables continued imports and exports of health foods and ingredients with European partners



The latest HFMA Health of the Nation Survey confirmed what we have always known – that it is a fallacy to believe that people consider they are fundamentally healthy, or that they can maintain good health simply through their diet alone. The survey, one of the largest of its kind of over 10,000 adults from around the UK, tells us that the number of people who think they are 'very' or 'quite' healthy has reduced by a third in the last 2-3 years. This is borne out by the fact that, for every £10 of weekly household expenditure, only around 15p of this is spent on maintaining good health. The UK natural products industry remains a national success story, helping millions of people to lead healthier lives. And this looks set to continue as we see that record numbers are now taking food supplements, food supplement consumption is increasing, 2 in 3 adults expect to increase their consumption of food supplements as they get older, and more than half of parents now give food supplements to their children.

We are more determined than ever that our proactive and vocal role within our EHPM, will continue. In July last year we attended the latest of its annual meeting of members in the beautiful city of Athens. Attended by 43 delegates from



10 EU countries, a strong issue-driven agenda was augmented by the contributions of three excellent guest speakers, including the European Commission's Alexandra Nikolakopoulou. It doesn't matter where in Europe you are from, or whether we are all part of the EU, we all face the same threats and challenges and it is always good to share our experiences and discuss potential solutions.

In closing I would like to thank each and every member of the HFMA's superb secretariat and team of advisers whose efforts are so often unsung. And my thanks also to our member companies for whom we all work so hard, and who never fail to remind me that our efforts are truly appreciated.

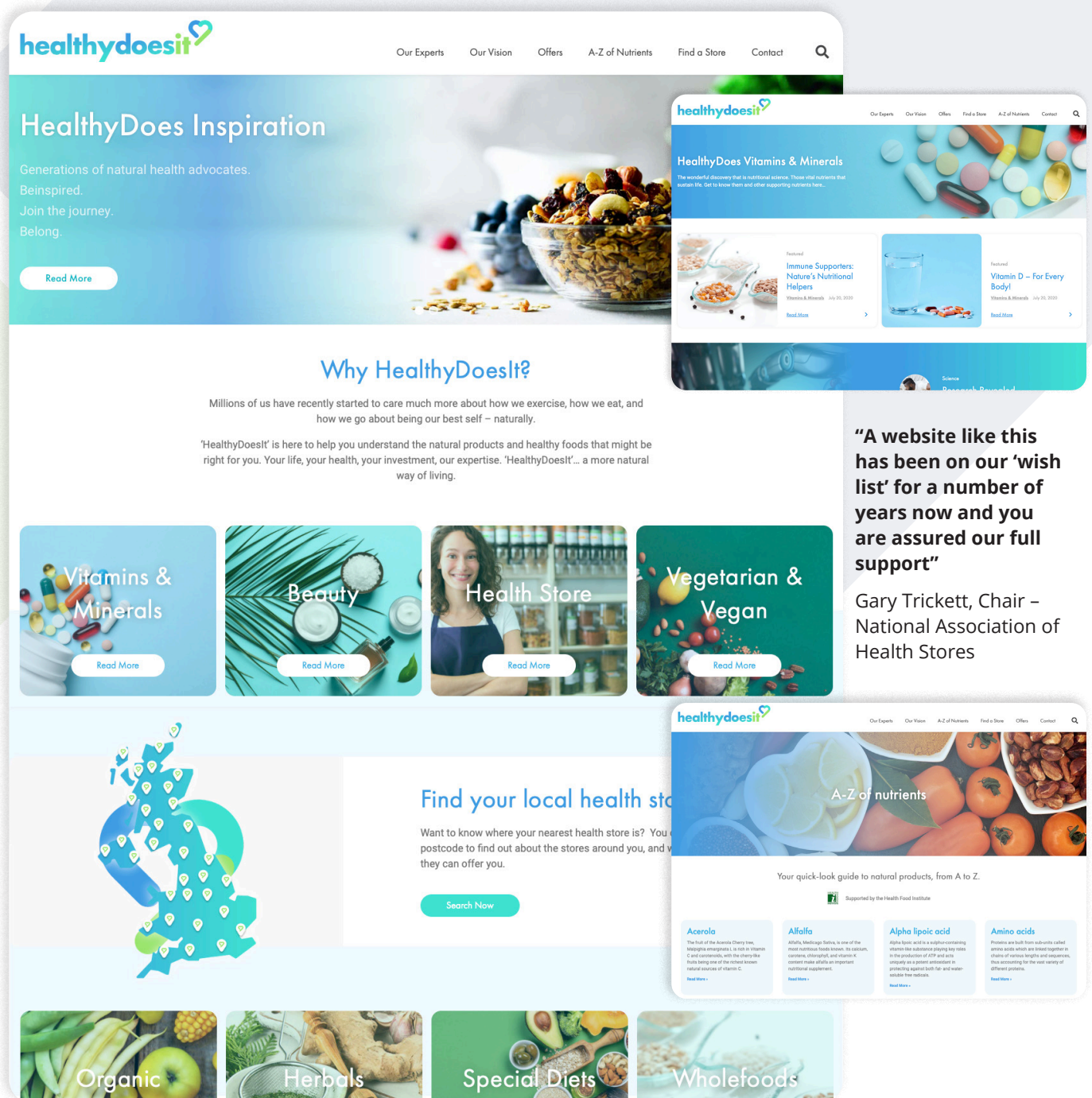
# 'Healthy Does It' – a significant consumer-focused innovation

The HFMA wanted to emerge from the enormous challenges of the COVID-19 health crisis with a positive, proactive and forward-thinking initiative that would encourage consumers to learn about the ways they can help themselves to stay healthy, and to visit their local health store to find the products and advice they need.

Working closely with other industry stakeholders like the National Association of Health Stores, and the Health Food Institute, we have created a fresh, vibrant, welcoming and lively website, [www.healthydoesit.org](http://www.healthydoesit.org), that ensures maximum consumer/ supporter engagement.

With the over-arching message 'Your local health store – helping you to stay healthy', the website aims to:

- increase footfall into health stores
- educate consumers about natural health
- create a community of natural health supporters
- provide a platform for consumer visibility of industry-led reports, campaigns and updates



# Financial Report



Tom Moses Treasurer

This year marks the 20th anniversary of my term as the Treasurer of the HFMA. I'm not quite sure whether this is an acknowledgement of a job well done, or the fact that nobody else wants to take on the role! But I like to think it is the former and I have been very proud to serve over the years in this role.

When I compare the state of the HFMA's finances to those of 20 years ago, there is really no comparison at all. Over that period the HFMA has transformed into a company limited by guarantee, residing in offices in a prime location owned by the Association, and with its finances in a healthier state than ever before. The recent annual audit conducted by Hartley Fowler bears this out, being as typically smooth and incident-free as ever.

Of course, this does not happen by chance, and I would like to acknowledge the very sound management of our financial operations by Mark Blackwell, who also serves as HFMA company secretary, and his professional team at MHR Consultancy Ltd. My thanks go to Mark and his team, and also to the HFMA secretariat that works very closely with them.

As you will see from the table here, a surplus of £13,867 was achieved, driven by a very healthy rise of 11% in member subscription income, a new record for the Association, and an overall rise of 7% in total income to just short of £735k. There is every indication that we will comfortably exceed last year's subscription levels in 2020, and demand for our CLEAR CHECK service, and the income derived from that, also continues to be very healthy.

Our general operating overheads totaled £721,627, an increase over the previous year of 6.2%. In general, the control of expenditure was as typically tight as ever, with the main portion of the increase accounted for by the addition of new and highly competent staff to the Association's secretariat.

It is very pleasing to see that the HFMA is now more representative of the industry than ever before, and interest in membership continues to be strong, but it remains the case that we need more companies to engage with the HFMA to help us secure our future, and not leave it to the HFMA's members to support and care for this great industry. This has never been more evident than right now as we see the significant support and help given to our members throughout the COVID-19 crisis over recent months.

I will end by recognising and thanking our ever-loyal and supportive member companies, they are the reason that so many people do so much to look after the interests of everyone in this industry. I am very happy to play my part in this great effort, and the HFMA can look forward with great confidence to the next 20 years!

	2019 £	2018 £
<b>Income</b>		
Subscriptions	<b>668,185</b>	601,063
CLEAR CHECK – Members	<b>33,727</b>	28,575
CLEAR CHECK – Non Members	<b>30,558</b>	32,812
Other Income	<b>2,505</b>	23,585
<b>Total Income</b>	<b>734,975</b>	686,035
<b>Expenditure</b>		
Secretariat	<b>254,785</b>	236,973
Advisers	<b>150,704</b>	156,364
CLEAR CHECK Office	<b>129,502</b>	105,913
Head Office & Admin	<b>102,898</b>	88,858
Meetings	<b>22,374</b>	27,710
Loan Interest Payable	<b>5,812</b>	5,669
Industry Support/EU Affairs	<b>55,552</b>	57,968
<b>Total Expenditure</b>	<b>721,627</b>	679,455
Bank Interest Receivable	<b>519</b>	74
<b>Net Surplus/Deficit</b>	<b>13,867</b>	6,654
Tax	<b>-5,302</b>	-3,422
<b>Net Surplus after Tax</b>	<b>8,565</b>	3,232



# The HFMA's panel of Expert Advisers

We have expanded the HFMA's panel of Expert Advisers. As well as being a 'go to' for journalists for authoritative and trusted quotations and opinions, we will be working more closely with them in the coming months to create innovative content for many of our communication channels. This list now includes academic figures, consultants and media savvy nutritional figureheads.

**Ben Brown**



Ben Brown is a science writer and speaker specialising in nutrition and functional medicine. Ben is Contributing Editor of Integrative Healthcare and Applied Nutrition and Director of Clinical Education for Pure Encapsulations UK. He guest lectures at the Institute of Optimum Nutrition and is the author of The Digestive Health Solution 2nd Ed.

**Jamie Christie**



Jamie Christie is a nutritional biochemist with over 20 years' experience of running a major UK supplement brand and pharmaceutical manufacturing plant, making food supplements for many of the UK leading brands and retailers. He is the founder of Nutrasolve, UK, and a nutritionist with the British Nutrition Foundation.

**Angela Dowden**



Angela Dowden is an award-winning freelance health writer and registered nutritionist. She has written for many consumer publications, including the Daily Mail, Daily Mirror, Woman's Own and Mail on Sunday, as well as having authored a number of books relating to diet and the sensible use of supplements.

**Dr Marilyn Glenville**



Dr Marilyn Glenville PhD is the UK's leading nutritionist specialising in women's health. She is the former President of the Food and Health Forum at the Royal Society of Medicine, is a registered nutritionist, psychologist, author and popular broadcaster. She is author of 16 internationally bestselling books.

**Jayne Goddard**



Jayne Goddard is a pioneer of complementary therapies and is a global authority in this area, bringing her extensive understanding of scientific research to both professional arenas and the public. Jayne is a truly inspirational advocate of all things natural, as seen in her extensive media work, publications, seminars and webinars.

**Rob Hobson**



Rob Hobson is a registered nutritionist whose work spans across public health, the NHS, charity organisations and many of the UK's leading health and wellness brands. Rob is regularly featured in the UK media, having written hundreds of articles for publications including the Daily Mail, Daily Express and Women's Health, as well as being a regular voice on both radio and TV.

**Patrick Holford**



Patrick Holford is a leading spokesperson on nutrition and founder of the Institute for Optimum Nutrition. He is the author of 44 books, translated into over 30 languages. He founded the Institute for Optimum Nutrition in London and the charitable Food for the Brain Foundation.

**Suzie Sawyer**



Suzie Sawyer is a clinical nutritionist, well known for her passion for nutritional science. Able to communicate effectively on many levels, Suzie brings the wonders of healthy eating and supplementation to life. Suzie is widely quoted and has worked effectively in all forms of the media for many years.

**Miguel Toribio-Mateas**



Miguel Toribio-Mateas is a nutrition practitioner and clinical neuroscientist who is a real influence on the science of nutrition and application of this to the therapy setting. Miguel is a leading light in consumer education and practitioner training and writes for many publications; the Times, BBC World, the Daily Mail and Women's Health.

**Yvonne Bishop-Weston**



Clinical Nutritional Therapist, Yvonne Bishop-Weston, has held a variety of key roles in the health industry and profession. As well as practicing as a Nutritional Therapist Yvonne provides corporate health consultancy has co-authored a range of cookbooks. Yvonne can also be seen regularly in the National press and on TV.

# Our new-look website and member bulletins

One of the great benefits companies derive from membership of the HFMA is the regular flow of information and advice we send to them. This takes the form of our issues, parliamentary and media updates that now have a fresh new look, as does the HFMA's website, which includes an information-packed members-only section.



To help us in our efforts to protect this industry and benefit from the gold-standard advice we provide, join the HFMA at the earliest opportunity. To learn more about our activities, please contact us:

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Tel: 020 8481 7100 email: hfma@hfma.co.uk website: www.hfma.co.uk

Or visit us on LinkedIn and Twitter