



The HFMA announces Peta Bee as Health Journalist of the Year 2020

The Health Food Manufacturers' Association (HFMA) has named Peta Bee as Health Journalist of the Year during its virtual awards presentation at the HFMA Annual General Meeting on 29th July 2020.

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

Peta Bee, a keen runner, is a highly regarded and experienced journalist who has been writing about health, beauty, nutrition and fitness for national newspapers and magazines for over 20 years. She writes regularly for The Times, the Daily Mail and women's lifestyle website Get the Gloss, and is the author of six books, including 'The Ageless Body', 'Fast Exercise' and 'London 2020: Get Fit for the Games.'

Robert Taylor, HFMA Chair comments: "Peta champions health and fitness in all of her work, inspiring her readers to live healthier and better with her educational, informative and engaging content. I'd like to thank her for her long standing and passionate commitment to use her voice and influence to help our nation to be healthier – one of the HFMA's core values."



**The HFMA Health Journalist of the Year,
Peta Bee**

Speaking on her award, Peta says: "It is a real honour to be named as the HFMA's Journalist of the Year, especially when I look at the prestigious list of past winners. The health food industry has changed dramatically since I started my career over 20 years ago. The science and research behind health foods had developed tremendously, and consumers are so much better informed."

She adds: "Due to the COVID-19 pandemic, our jobs as journalists, in terms of deciphering the science for consumers to make informed choices is more important than ever. I am so passionate about getting clear, concise messages across to readers so that they can make informed lifestyle changes to improve their health."

The HFMA has been the voice of the UK's natural health industry since 1965 and represents around 125 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 including Victoria Lambert, Michael Van Straten, Lucy Gornall and last year's winner, Amy Packer.

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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.