



Annual meeting 2021

Leading, Supporting, Promoting: Because Natural Health Matters

Agenda:

10.00 - **Annual General Meeting:**

- 1) Apologies
- 2) Minutes of the AGM of the Association held 29th July 2020
- 3) Matters arising
- 4) Executive Director's Report
- 5) Treasurer's Report and 2020 Accounts
- 6) Appointment of Secretary
- 7) Appointment of Auditors
- 8) 2021/22 Council Composition
- 9) Election of President & Vice-President
- 10) HFMA Awards
- 11) Chair's Address
- 12) Any Other Business

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Executive Director's Report

Graham Keen

In this report:

- A brief overview of the last year
- Our efforts to support our members through the challenges they faced
- The ongoing issues that we still face
- Some positive developments
- How did we do?

Who's Who at the HFMA: Council, Officials, Secretariat & Advisers

Council



Vitabiotics
Robert Taylor (Chair)



Natural Trade Brokers
Tom Moses (Treasurer)



Nelsons
Steve Mann (Vice-Chair)



Comvita
Nigel Browne



ADM Protexin
Aileen Green



Lehvoss UK/Gee Lawson
Julian Domszy



**Holland & Barrett
International**
Sukhbinder Gill



Lamberts Healthcare
John Todd



LanesHealth
Janet Groves



MPL Marketing
Martin Last



**The Bountiful
Company**
Raj Dhaliwal



Biocare
Emma Ellis

Who's Who at the HFMA: Council, Officials, Secretariat & Advisers

Secretariat



President
Penny Viner



Company Secretary
Mark Blackwell



Executive Director
Graham Keen



**Communications
Manager**
Esther Mills-Roberts



Office Manager
Philippa Williams



Office Assistant
Denise Penfold

CLEAR CHECK



Code Administrator
Gwyneth Massey



Code Administrator
Katie Burren



Code Administrator
Meghna Dasgupta

Advisers



Political & Public Affairs
Simon Fitzpatrick
Cicero/AMO



Scientific Adviser
Dr Michele Sadler



Technical Adviser
Prof Paul Berryman



Public Relations
Beth Lowes
ROAD Communications

A brief overview of the last year

15 new members in 2020:

- A. Vogel Ltd
- Oriental and Western Ltd
- Nutra Tea Ltd
- BSPG Laboratories Limited
- Bridge Farm Nursery
- BioTech Life Sciences
- AvaCare Ltd
- Benova Healthcare UK
- Cellnutrition UK Ltd
- Weleda UK Ltd
- Grass & Co. Ltd
- Reakiro Poland SP 200
- BSCG UK Ltd
- Glector Limited
- RNP Nutrition Inc

15 new members in 2020:



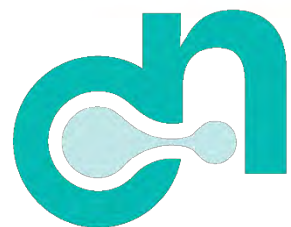
NUTRATEA

WELEDA

Since 1921



bridge
farm
group



cellnutrition®
cellular intelligence



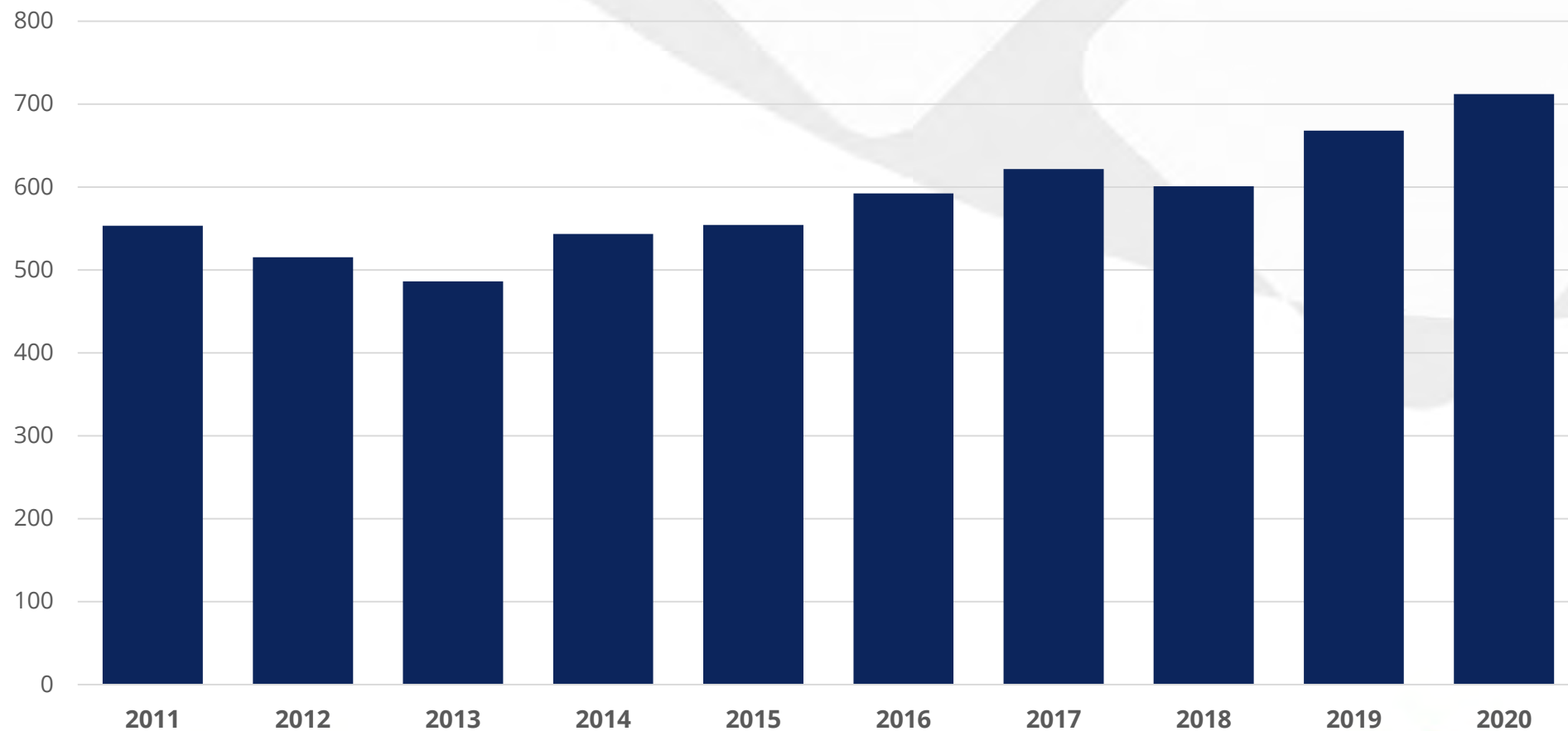
Grass & Co.



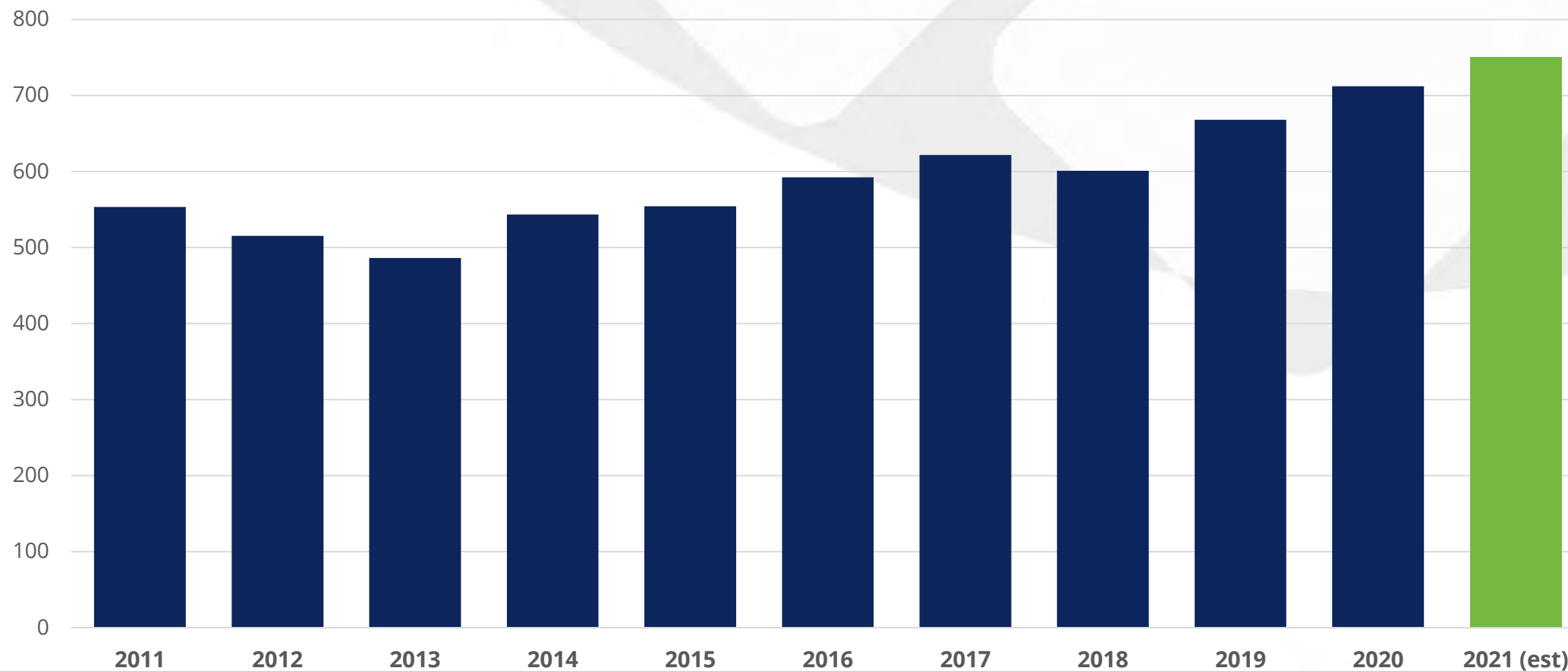
brcg
GROUP



Subscription income:



Subscription income:



Information, guidance and advice for our members

Keeping members informed

Frequent information-rich Mailouts
and member bulletins



Research Insider

All the latest research and development news

27th April 2021

Dear Member,

A wide and varied Research Insider this time. There's a new vitamin D deficiency and Covid-19 paper, and some great research reminding us not to forget how important it is for joint health (deficiency and hip fracture). There's also a really fantastic paper about the impact of nutrients, fibre and phytonutrients on the gut microbiome.

Also covered:

- Nutritional Therapy – efficacy and common symptoms
- The ageing gut microbiome and its impact on host immunity
- Amaranth peptides – antioxidant and anti-inflammatory properties

PUBLICATION SUBJECT: Vitamin D deficiency is associated with COVID-19 positivity and severity of the disease.

REPORTED IN: Journal of medical virology, vol. 93, no. 5, pp. 2992-2999, 1st May 2021

PAPER: hfma.co.uk/vitamindeficiencycovid19

KEY POINTS:

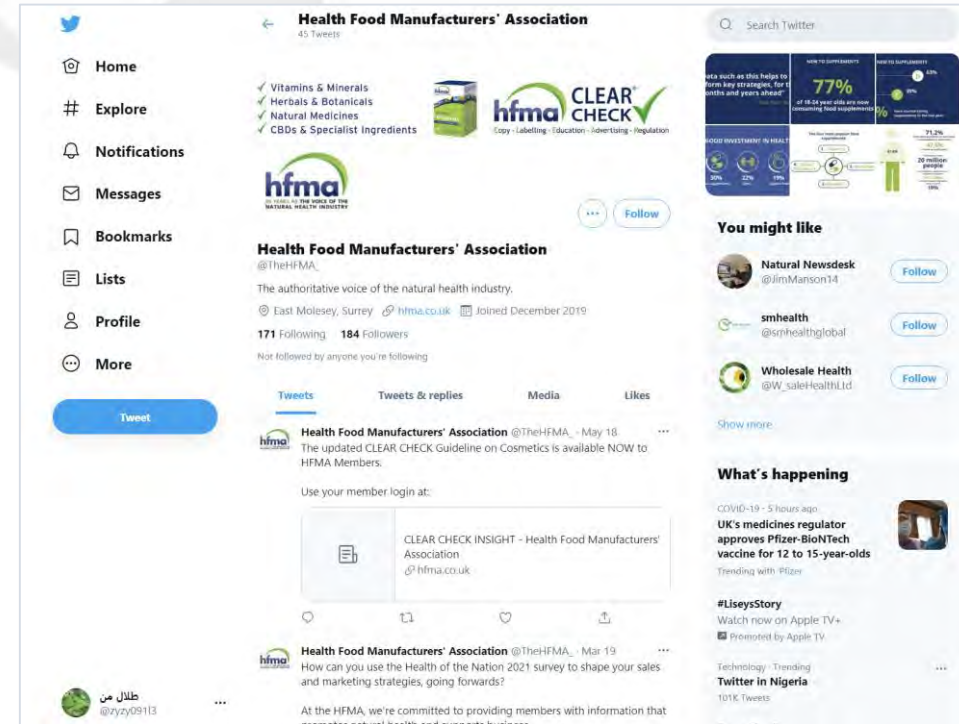
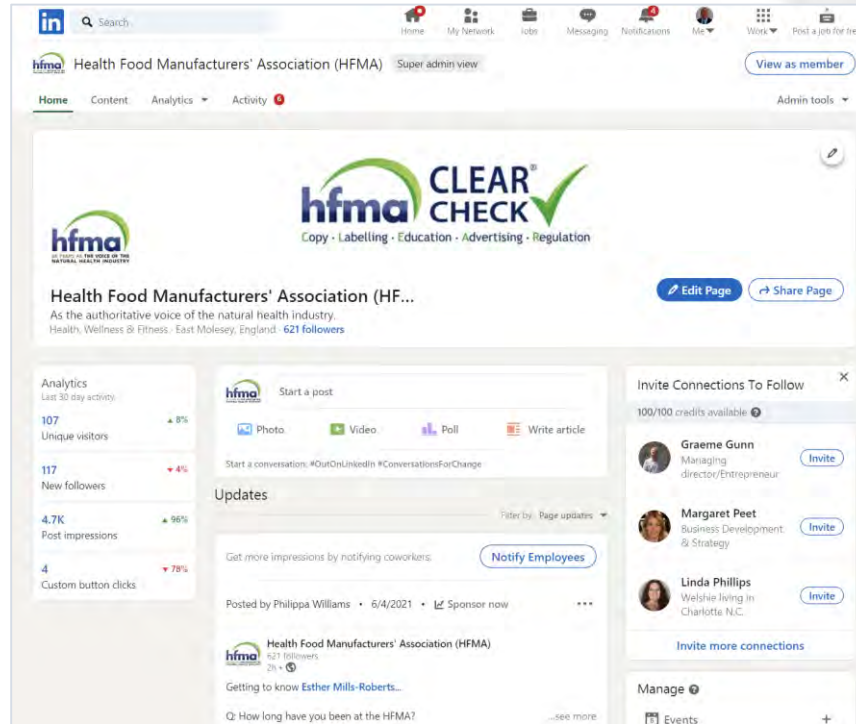
- Study examining the relationship between positive chain reaction (PCR) test positivity and the clinical outcomes of vitamin D levels measured within the 6 months before the PCR test in COVID-19 disease positive patients.

Keeping members informed

Visit the HFMA's website, which includes an information-packed members-only section.



An increased Social Media presence:



COVID-19 & post-transition Guidance

COVID-19

“Keeping the lights on”

Keeping the lights on:

- In March this year one of our member companies, over 25 years in membership, wrote to me saying: *"You helped keep the lights on and give people a healthy choice"*
- Keeping health stores open throughout the pandemic-induced lockdowns was our crowning achievement in 2020. Not our only one by some way, but certainly the most important and no other organisation can claim to have done more to make that happen
- It was not a given that this *would* happen, there was every possibility that only supermarkets, general food stores and chemists might remain open
- And even if we were successful in making sure health stores were given 'critical' status, it certainly wasn't a given that the chain supplying them – our members – would be similarly recognised

Ongoing updates and advice:



COVID-19 Member Update (25)

So, Lockdown 2 is now approaching fast. As you can imagine, ensuring a 'business as usual' status for our sector is the absolute priority.

We haven't heard anything further this morning from the official [guidance](#): *'Food shops, supermarkets, garden centres and certain other retailers providing essential goods and services can remain open.'* Given the reassurances received during the last lockdown, we certainly don't expect any change in this status this time around.

You may have seen the exchanges between MPs and the PM in the House of Commons yesterday afternoon. Of particular note was the question from David Davis MP regarding vitamin D, and the positive response from the PM. Later yesterday David Davis tweeted on this, and you can see it [here](#). You will see that the HFMA has responded to this as follows:


'This is great to see @DavidDavisMP. Growing evidence is shining a light on the essential

EU-Exit & post-transition Guidance

Guidance Notes:

Movement of Goods:

The Health Food Manufacturers' Association
1 Wolsey Road
East Molesey
Surrey KT8 9EL
t +44 (0)20 8481 7100
e hfma@hfma.co.uk
www.hfma.co.uk



55 YEARS AS THE VOICE OF THE
NATURAL HEALTH INDUSTRY

POST-TRANSITION MOVEMENT OF GOODS for Food and Food Supplements V4 21.5.21

Doing business with Europe has changed. The UK has left the Single Market and Customs Union and new rules now apply. Traders and hauliers must take the steps outlined in the **Border Operating Model** which was updated on 11.3.21 to include the new timetable for introducing import border control processes.

This HFMA Guidance Note answers many common queries that have been received from companies in regards to movement of foods and food supplements (imports and exports).

NB. This is based on information available at the time of publication. For current information you should check the links included in this document or confirm with the relevant national competent authority.

The Border Operating Model

The government will now introduce full border control processes, six months later than originally planned, as follows:

From 1 October 2021:

- Pre-notification requirements will be required for products of animal origin, high risk food not of animal origin (HRFNAO) and certain animal by products.
- Health certificates will be required for products of animal origin and certain animal by-products.

From 1 January 2022:

- Safety and Security declarations for imported goods will be required.
- Physical SPS checks for products of animal origin, certain animal by-products, HRFNAO and high-risk plants, will take place at Border Control Posts.
- Prenotification requirements and documentary checks, including phytosanitary certificates, will be introduced for low-risk plants and plant products.
- Customs declarations on all goods will be required at the point of import, and businesses will no longer be able to use the deferred declaration scheme.

From 1 March 2022:

- Checks at Border Control Posts will take place on live animals, low risk plants and plant products.


Traders moving controlled goods into Great Britain will continue to be ineligible for the deferred customs declaration approach. They will therefore be required to complete a full customs declaration, when the goods enter Great Britain.

Prepared by Professor Paul Berryman, HFMA Technical Adviser


The Health Food Manufacturers' Association is registered in England as a company limited by guarantee. Company No. 5873676. VAT No. 233 6384 65

Labelling of Food and Food Supplements:

The Health Food Manufacturers' Association
CLEAR CHECK (Copy, Labelling, Education, Advertising, Regulation)
1 Wolsey Road, East Molesey, Surrey KT8 9EL
020 8481 7100 | @ CLEARCHECKhfma.co.uk
www.hfma.co.uk/CLEARCHECK



55 YEARS AS THE VOICE OF THE
NATURAL HEALTH INDUSTRY



Copy · Labelling · Education · Advertising · Regulation

POST-TRANSITION LABELLING CHANGES for Food and Food Supplements v5.0 21-May-2021

The UK has now left the EU; the transition period after Brexit came to an end on 31st December 2020.

This CLEAR CHECK Guidance Note answers many common queries that have been received from companies in regards to changes to labelling of foods and food supplements.

Please note that this is based on information available at the time of publication. For the current information you should check the links included in this document or confirm with the relevant national competent authority.

The UK-EU Trade and Co-operation Agreement (Free Trade Agreement)

On 24th December 2020, the United Kingdom and the European Union agreed a Trade and Cooperation Agreement.

Here is a link to the Summary of the UK-EU Trade and Cooperation Agreement (UK-EU TCA):
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/948093/TCA_SUMMARY_PDF.pdf

The full version of the Trade and Cooperation Agreement can be found here:
<https://www.gov.uk/government/publications/agreements-reached-between-the-united-kingdom-of-great-britain-and-northern-ireland-and-the-european-union>

The UK-EU TCA means zero tariffs and zero quotas on the movement of goods between the UK and the EU, provided goods meet the relevant [rules of origin](#).

Specifically of note, the UK-EU TCA includes a sector-specific Annex on Organic products which provides for an equivalence agreement between the UK and the EU. This means that products that are certified as organic in one market will be recognised as organic in the other. The scope of the EU-UK TCA covers organic products which are grown/produced or processed in the UK or EU. Therefore, unless the materials/products are processed in GB or the EU, they are not covered by the EU-UK TCA. Processing does not include simply packing and/or labelling.


Overall, the UK-EU TCA does not change existing EU law (such as the EU Food Information to Consumers Regulation 1169/2011). Plus the requirements related to products standards (such as the need for an id mark on Products of Animal Origin) remain largely unchanged. All UK goods entering the EU will still have to meet the EU's high regulatory standards for food and product safety.

Retained EU law (as amended) applies to GB as per the Withdrawal Agreement. You can access retained EU law via HM Government [EU Exit Web Archive](#).

All information on Brexit can be found at www.gov.uk/transition

In Northern Ireland, EU laws will continue to apply in respect to the majority of food and feed hygiene and safety laws, as listed in the [Northern Ireland Protocol](#).

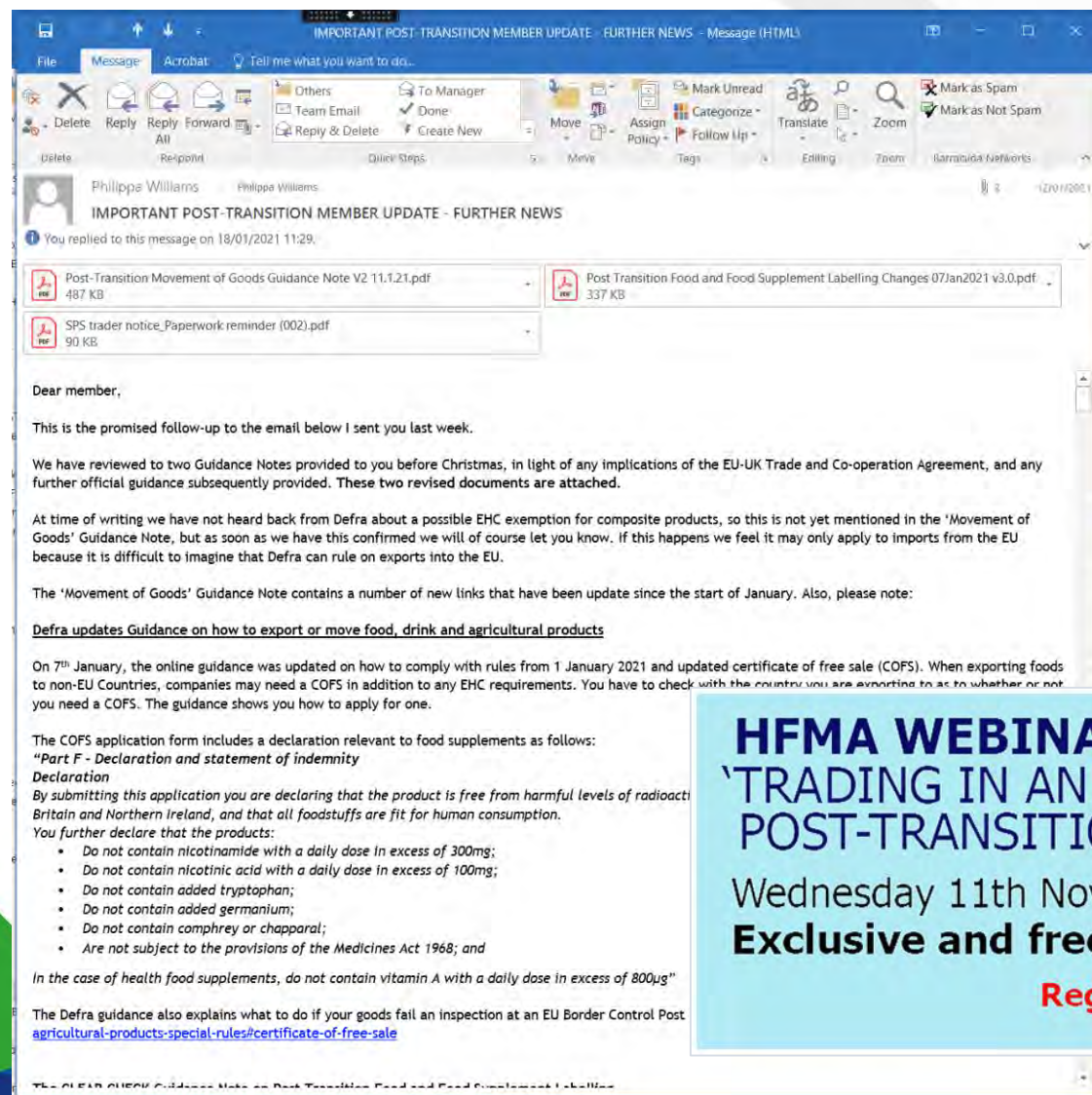
RECENTLY AUTHENTICATED BY THE
Buckinghamshire & Surrey
Trading Standards



Surrey and Buckinghamshire Trading Standards have assessed HFMA CLEAR CHECK® service for its food standards support and concluded that "The quality level has been independently reviewed and in our opinion is likely to provide users of those services with a defence of 'having taken all reasonable precautions and exercised all due diligence'...". Please contact HFMA CLEAR CHECK® for further details.

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Help and advice:



- Regular comprehensive updates for members
- Countless member enquiries seeking help and advice
- Post-transition webinar Nov 2020
- My ongoing involvement in:
 - UK Food & Drink Industry Roundtable
 - Business Expert Group (BExG)
 - The FSA's Food Industry Liaison Group (FILG)
 - The 'Tripartite' group

HFMA WEBINAR 'TRADING IN AN EU-EXIT POST-TRANSITION WORLD'

Wednesday 11th November 10am – 12pm

Exclusive and free to HFMA member companies

Register here



Ongoing day-to-day issues

Some of the key issues we continue to tackle:

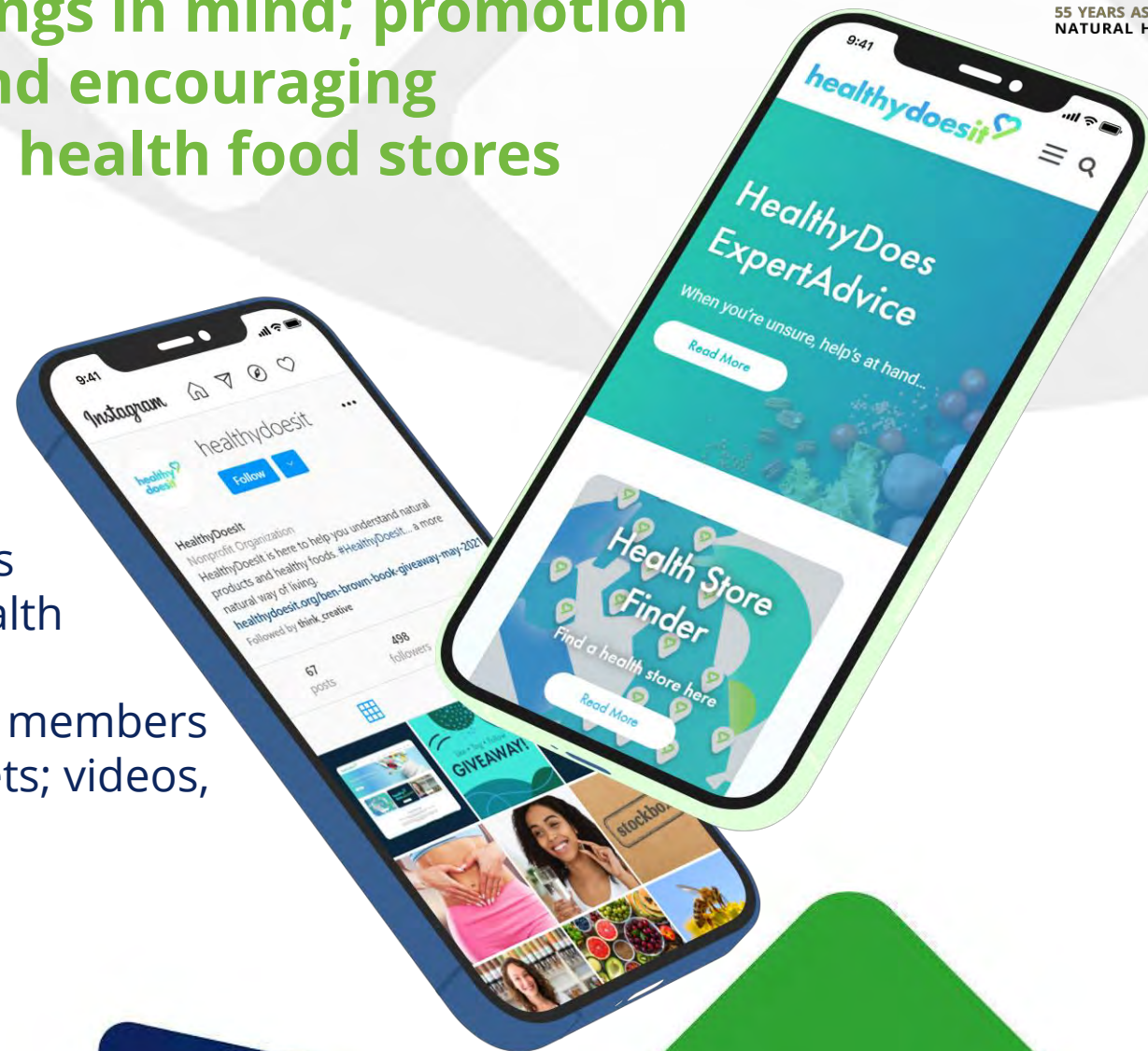
- Use of the term 'Probiotic'
- CBD status
- The return of maximum levels?
- Article 8; HADs/aloe products
- Approved additives for use in FS for infants and young children
- The status of on-hold botanical claims
- B2B & B2C health claims
- Titanium Dioxide ban
- Negative EFSA opinion for ALA

Moving forward

healthydoesit

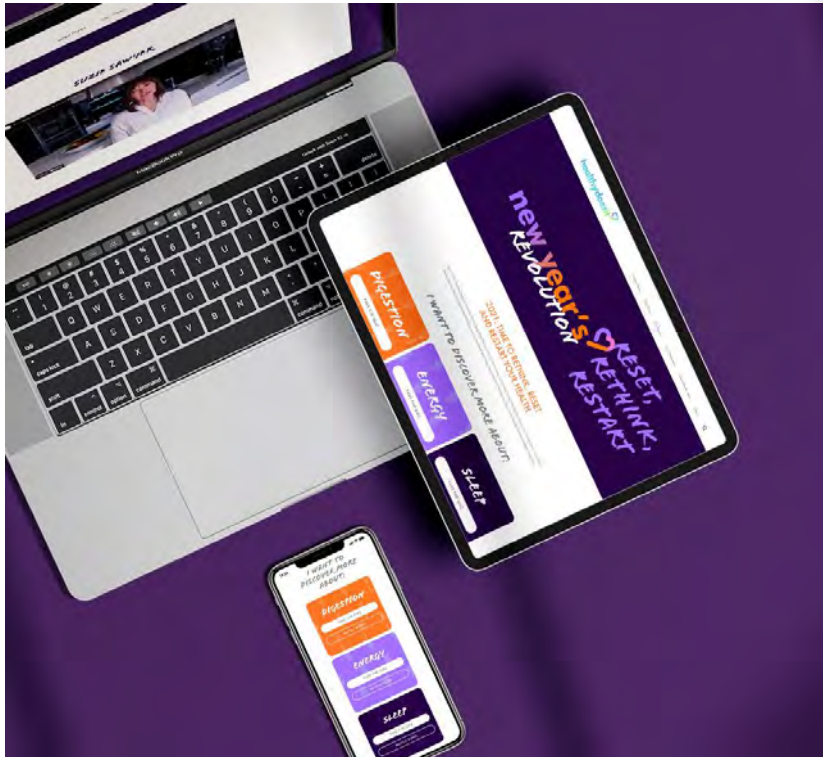
This past year saw the launch of 'HealthyDoesIt', an HFMA campaign made with two things in mind; promotion of natural health products and encouraging consumers to visit their local health food stores

- With high quality content, health store finder, health quizzes, and giveaways, HealthyDoesIt has helped to keep natural health at the forefront of consumers' minds
- Based around large campaigns, such as New Year's Revolution, and smaller health campaigns, like HealthyDoesDigestion, HealthyDoesIt acts as a focus point for members and retailers, supported by media assets; videos, plus organic and social posts

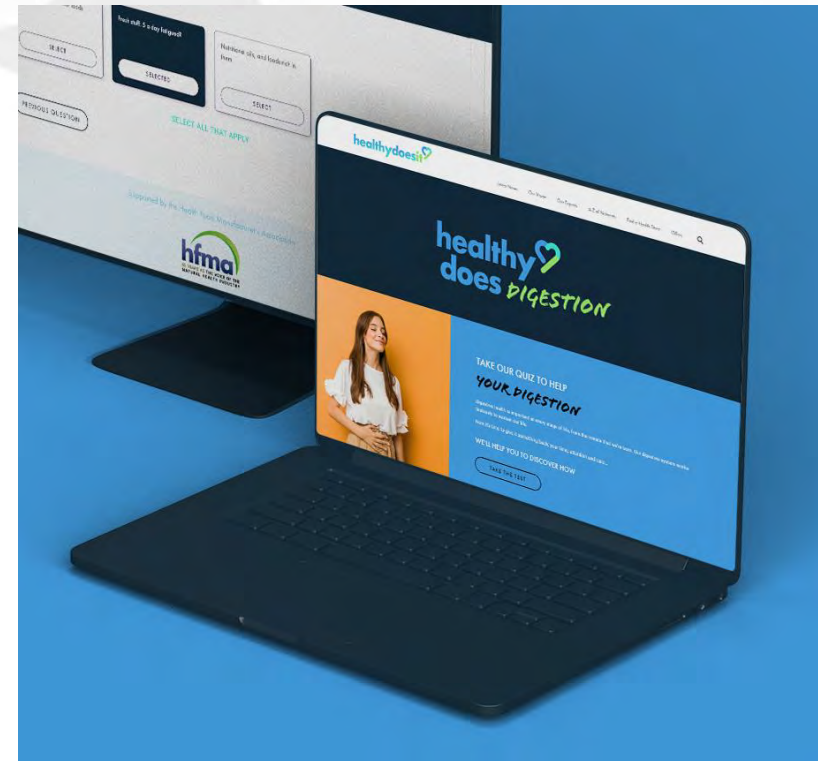


Campaigns:

New Year's Revolution:



HealthyDoesDigestion:



Engaging content:



Digestion: take 10!



Summertime Skin Safety



**Vitamin D: Bones
need good body levels**



***“A website like this has been on our
‘wish list’ for a number of years now...”***

Gary Trickett, Chair – National Association of
Health Stores

Health of the Nation Survey

HEALTH OF THE NATION

2021



New to supplements



63%



39%

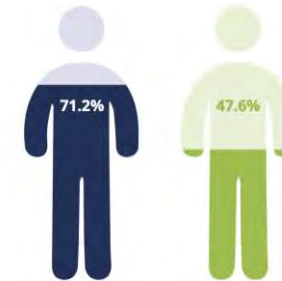
31%
Have started taking
supplements in the
last year

77%
of 18-24 year olds are
now consuming food
supplements



A new most popular

Multivitamins were knocked off the 'most popular' top spot, replaced by Vitamin D



71.2%

Of the UK adult population are now taking food supplements.

With almost half of them taking on a daily basis.

20 MILLION PEOPLE
taking supplements on a daily basis

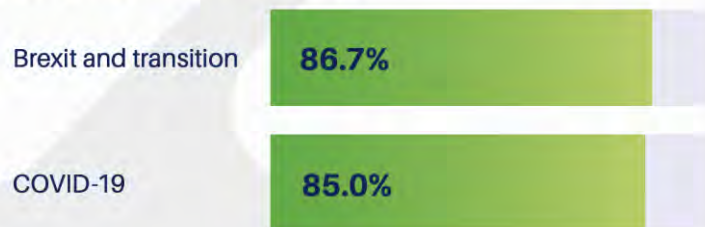
HFMA Member Survey

Member Survey

This extensive online survey, last conducted in 2017, was conducted in May 2021. There were a total of 82 responses, compared with 66 in 2017, 70 in 2010, 54 in 2005 and 47 in 2003.

The results of this latest survey suggest that we have continued to make good progress and our members are more engaged than ever.

How would you rate the HFMA's handling of ('Very good' and 'Good'):



Importance and rating of key HFMA services:

	'Very' and 'Quite' Important	'Very good' and 'Good'
Regulatory and legislative updates	100.0%	95.1%
Mailouts and bulletins	96.4%	90.1%
Credible expert support	95.1%	85.4%
Lobbying in Westminster and Whitehall	90.2%	91.4%

'Strongly agree' & 'Agree': The HFMA...



Connection to the HFMA:

How 'connected' to the HFMA do you feel:



Over the last 1-2 years:



HFMA as a good investment:



Quantity of HFMA communications:



Member Survey

What our members think of us:

How likely are you to
recommend HFMA
membership to a
non-member company?



HFMA Member Survey, May 2021

Association Excellence Awards 2021

Our efforts over the last year have been recognised with, for the first time in HFMA's history, our nomination and subsequent shortlisting for the 'UK Association of the Year' award in this year's Association Excellence Awards, and also shortlisted for the 'Best Lobbying Campaign or Advancement of a Cause during Covid-19' award



Association Excellence Awards 2021

UK ASSOCIATION OF THE YEAR

- Association of British Insurers
- Lifting Equipment Engineers Association
- Chartered Institute of Payroll Professionals
- **Health Food Manufacturers' Association**
- National Association of Funeral Directors
- Railway Industry Association
- Emerging Payments Association
- National Residential Landlords Association



BEST LOBBYING CAMPAIGN OR ADVANCEMENT OF A CAUSE DURING COVID-19 (UNDER 500 MEMBERS)

- Solar Heat Europe/ESTIF – The European Solar Thermal Industry Pledge
- The American Chamber of Commerce to the European Union – Uniting for Diversity
- SolarPower Europe – Renewable Hydrogen
- **Health Food Manufacturers' Association – Natural Products Industry and HealthyDoesIt**
- Railway Industry Association – RIA's Lobbying Campaign during COVID-19
- TEC Services Association – To raise awareness of technology and its service delivery in the wider health & care network



Summary

It has always been my fervent hope that we could collectively emerge from the last year or so in sufficient good shape to build upon the challenges we currently face, and I think we can now say with confidence that this is happening.

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Treasurer's Report

Tom Moses

Income & Expenditure

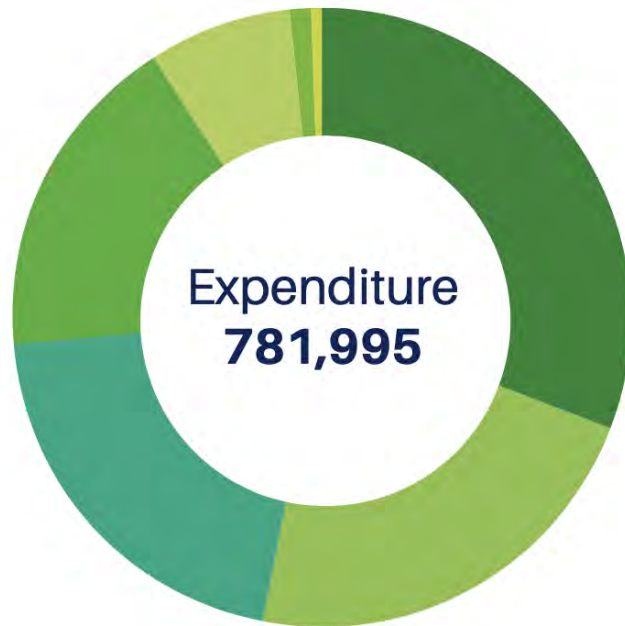
Income:



	2020	2019
	£	£
Income		
Subscriptions	712,126	668,185
CLEAR CHECK - Members	37,036	33,727
CLEAR CHECK - Non Members	49,670	30,558
Other Income	1,721	2,505
Total Income	800,553	734,975

Income & Expenditure

Expenditure:



	2020 £	2019 £
Expenditure		
Secretariat	241,336	254,785
Advisers	161,184	150,704
CLEAR CHECK & Communications	173,603	129,502
Head Office & Admin	135,113	102,898
Meetings	9,195	22,374
Loan Interest Payable	4,460	5,812
Industry Support/EU Affairs	57,104	55,552
Total Expenditure	781,995	721,627

Income & Expenditure Summary:

	2020	2019
	£	£
Total Income	800,553	734,975
Total Expenditure	781,995	721,627
Bank Interest Receivable	142	519
Net Surplus/Deficit	18,700	13,867
Tax	-5,403	-5,302
Net Surplus after Tax	13,297	8,565

Questions?

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HFMA Council 2019/20:



Company:

ADM Protexin
Biocare
Comvita
Lehvoss UK
G R Lane
H&B International
Lamberts Healthcare
MPL Marketing Services
Natural Trade Brokers
Nelson's
The Nature's Bounty Company
Vitabiotics

Represented by:

Aileen Green
Emma Ellis
Nigel Browne
Julian Domszy
Janet Groves
Sukh Gill
John Todd
Martin Last
Tom Moses
Steve Mann
Raj Dhaliwal
Robert Taylor

HFMA Council 2019/20:



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ADM Protexin

Biocare

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Biocare

Comvita

Eurocaps

Lehvoss UK

G R Lane

H&B International

Lamberts Healthcare

MPL Marketing Services

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Nelson's

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Election of President and Vice-President

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HFMA Awards:
HDI Volunteer Writer of the Year*
Health Journalist of the Year
Maurice Hanssen Award of Honour

* New for 2021

HFMA Awards: HDI Volunteer Writer of the Year

HFMA Awards:
HDI Volunteer Writer of the Year
Laura Higgitt



HFMA Awards: Health Journalist of the Year

HFMA Awards: **Health Journalist of the Year** **Faye Smith**



HFMA Awards: Maurice Hanssen Award of Honour

HFMA Awards: **Maurice Hanssen Award of Honour** **Jenny Akers**

Chair's Address

Robert Taylor

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Annual meeting 2021

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