



HFMA shortlisted for two Association Excellence Awards

[LONDON, 11th June 2021]

The Health Food Manufacturers' Association has been shortlisted for the UK Trade Association of the Year Award, and the Best Lobbying Campaign or Advancement of a Cause During COVID-19.

The Association Excellence Awards recognise the contribution that leading trade associations make on behalf of members and business sectors.

The HFMA has been the authoritative voice of the natural health industry since 1965, aiming to promote and protect the interests of manufacturers and suppliers of specialist health products in the UK. The HFMA also plays a crucial role in helping its members to improve the public health of the nation, naturally.

This year has been the most challenging year with retail, manufacturing and exports feeling the double impact of COVID-19 and Brexit.

The HFMA is being recognised for its tireless work in lobbying Westminster and Whitehall to keep health food stores open during the pandemic and lockdowns as a priority for the nation's health. The organisation has also supported the sector through the post-Brexit transition, guiding its membership through the new regulatory environment.

Graham Keen, Executive Director at the HFMA, comments: *"It is an honour to be shortlisted for the Association of the Year Award. It is a direct recognition of the contribution our very dedicated team has made to the industry throughout an extraordinary year. I'd like to thank all our employees, advisers, members, and Council for their continued support and engagement."*

The Association Excellence Awards were founded in 2014 to recognise the essential work that associations, trade bodies, unions and professional organisations undertake on behalf of their members. The award ceremony will take place on 29th June 2021 in London.

ENDS

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About HFMA

Founded in 1965, the Health Food Manufacturers' Association (HFMA) represents more than 130 manufacturers and suppliers of natural health products. As the authoritative voice of the natural products industry, the HFMA supports the interests of its members with legislators and regulators; promotes industry best practice for product quality and safety; and provides responsible information for consumers.

For further information about the HFMA, visit www.hfma.co.uk.