



HFMA wins Silver Award for Best COVID-19 Lobbying Campaign at the Association Excellence Awards

[LONDON, 8th October 2021]

The Health Food Manufacturers' Association made its awards debut yesterday at the Association Excellence Awards 2021.

The HFMA was presented with the silver prize for the 'Best Lobbying Campaign or Advancement of a Cause During COVID-19' thanks to the quick action to ensure 'critical' status for the health food retailing sector and 'key worker' status for member company employees throughout the pandemic, and for the launch of its first direct-to-consumer campaign, 'HealthyDoesIt'.

Graham Keen, Executive Director at the HFMA, says: *"The HFMA has worked tirelessly throughout the pandemic to promote, protect and defend the interests of the natural products sector.*

The last 18 months have been challenging for many industries, so we are delighted to accept this award as recognition of the hard work and dedication of everyone in the HFMA 'family', perhaps most of all our loyal and long-standing member companies. Our response to COVID-19 has led to an increased focus on the role of health foods and supplements, record growth in HFMA membership and, now, this fantastic accolade."

The HFMA was also one of six organisations shortlisted for UK Trade Association of the Year.

The Association Excellence Awards were founded in 2014 to celebrate the essential work that associations, trade bodies, unions and professional organisations undertake on behalf of their members.



Pictured: (L-R) Graham Keen, Executive Director, Esther Mills-Roberts, Communications Manager, and Robert Taylor, Vice President

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About HFMA

Founded in 1965, the Health Food Manufacturers' Association (HFMA) represents nearly 150 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.

Silver Award	Best lobbying campaign or advancement of a cause during Covid-19		The Association Excellence Awards 2021
Finalist	UK Trade Association of the Year		