

## Press Release

### HFMA celebrates 60<sup>th</sup> anniversary at Kew Gardens

Media release for immediate use. July 2025.

Kew Gardens was the perfect setting for the Health Food Manufacturers' Association (HFMA) to celebrate their 60<sup>th</sup> anniversary. Guests enjoyed the sights and sounds of Kew Gardens before convening at the Nash Conservatory for a drinks reception followed by dinner in The Orangery with guest speakers and a chance to catch up with friends and colleagues in the industry, even the weather was kind.

As part of the event, a static exhibition highlighted the key points and people from the last 60 years from the inception of the organisation in 1965 by Maurice Hanssen and the founder members, Alfona, Granose Foods, Heath & Heather, MCI Publishing, and W. Prewett. With an aim to help defend and support the industry and create a collective voice for the emerging food supplement industry.

The timeline display sparked many a conversation when guests were reminded of some of the landmark moments such as the 1968 Medicines Act, the Food Supplements Directive, Brexit, the B6 campaign, Folic acid fortification and more. Some of the older photos highlighted some of the personalities and activities. Dame Barbara Cartland visiting the Helfex trade exhibition in the early 1970s presented a perfect glimpse into exhibitions of the past.

Following a welcome by HFMA President, Penny Viner, the event featured special guest speakers. Dr Bob Alkin, Programme Manager at Kew, gave a fascinating insight into the history of the botanical gardens and some of the scientific work happens at Kew, much of it linked to botanicals and herbal medicines.

Dr Zubir Ahmed, MP for Glasgow South West, shared his refreshing and passionate approach to encouraging the health of the nation, keeping people well through education about healthy diet and lifestyle. He was keen to meet members and discuss some of the challenges we face in the industry.

After dinner, HFMA Chair Nick Bennett welcomed TV gardener, author and Chartered Horticulturist, David Domoney. David's highly entertaining speech left guests in no doubt about the importance of the natural world to our wellbeing. In particular just what a difference the right houseplant can make to your environment whether it be a calming scent or helping to clean the air, everyone went away seeing their plants in a new light.

The HFMA acknowledge and thank the sponsors of the event without whom it would not have been the success it was. A time to reflect on the past and also to look forward to a fast-changing future where the industry and the HFMA still have an important role to play in supporting the health and wellbeing of the UK population. An event filled with memories, friendships and pride at what has been achieved over the past 60 years with an eye on the future where the HFMA will continue to be an authoritative voice of the industry, supporting member companies and the natural products arena both in the UK and abroad.

\*\*\*ENDS\*\*\*

Contd.

**Photos:**

Photos of the event and the HFMA 60<sup>th</sup> logo sent via We Transfer. If you don't receive it, please contact Theresa Cutts [theresa@hfma.co.uk](mailto:theresa@hfma.co.uk)

**Notes for editors:**

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The HFMA The Health Food Manufacturers' Association (HFMA) is the voice of the UK's natural health industry and represents around 120 manufacturers and suppliers of natural health products. The HFMA is available as a resource to journalists when fact checking information or looking for a reliable and accurate source, including supplying experts for opinion or comment. Please get in touch at [comms@hfma.co.uk](mailto:comms@hfma.co.uk) if we are able to offer assistance. 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](http://www.hfma.co.uk)