

2026

LOOKING BACK, LOOKING AHEAD

As we head towards the end of the year, let's take a look back and also consider what comes next.

For the HFMA, it has been a busier year than usual with activities such as the 60th anniversary celebrated in June with an event at Kew Gardens. This gave us the opportunity to look back at the successes and challenges faced and remind ourselves of some of the true characters that built our industry.

It also showed that we still face similar challenges, whether it be over ingredients, upper safe limits, import and export, or health claims. These will always be there but the HFMA, along with other organisations, is working hard to make sure that our voice is heard and more importantly, listened to. This also extends to Europe and our close association with the EHPM, which celebrated its 50th anniversary this year.

It is easy to think that the HFMA is there for when things go wrong. The times you have issues with an import licence, a visit from Trading Standards, a complaint about your advertising and more. We are also here to support the industry as a whole and to help with the positives.



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For example, for new product development, members can discuss with the CLEAR CHECK® team whether certain ingredients are going to be permitted, what sort of labelling requirements are needed, and advertising legality. We also offer training for staff on regulatory aspects and labelling.

Networking events such as our Working Groups are invaluable not only to get up to speed on the latest updates and discussions in the UK and Europe, but also to meet with other businesses to share thoughts and ideas.

Looking forward, connecting with more members and potential members is something we have increased this year and will continue to do so. It is so easy to see that an in-person visit or a phone call can often achieve so much more than a string of emails.

The HFMA team was recently invited to G&G Vitamins to visit the site and meet the people behind the brand. It was very rewarding for both teams to put faces to the names behind the emails and sit down and talk face-to-face.

I will never tire of a factory tour, it always fascinates me to see the products that we are so

used to seeing on the shelf come to life and just how many people and systems are involved in that process. The visit was also a great opportunity to be able to see how membership of the HFMA benefits a company in their day-to-day work and to help us consider what else we might do to further relationships and enhance membership as we plan for 2026.

On a personal note, I have also recently celebrated 45 years working in this amazing industry, this has given me my own opportunity to look back. In doing so, it reminds me that we are part of something very special. To me, the most important aspect of that is the people. Underpinning all we do is the wish to make a difference from developing a product through to recommending it on the shop floor to a consumer.

A lot has changed over the years, but the passion and dedication of the people in the trade is always there, and I am proud and very fortunate to be part of it.

More info about the HFMA and membership, www.hfma.co.uk, tel. 0208 481 7100