

## HFMA TEAM PUT BEST FOOT FORWARD FOR A GOOD CAUSE

A team from the HFMA took to the streets of London to raise funds for a mental health charity.

The Health Food Manufacturers' Association (HFMA) recently updated its mental health policy and decided that it was also time to give something back, which led to the office team taking part in a sponsored walk for Mental Health UK.

The HFMA Sole Sisters, comprising Mel Barmaz, Pippa Williams and Denise Attard, headed to Battersea Park as part of the Mental Health UK Glow London walk along the Thames. They raised a total of £836 to contribute to the overall total of £130,000. Everyone was delighted with the results and have started planning to take part next year.

In other HFMA news, the office team recently visited G&G Vitamins in East Grinstead. The visit was hosted by CEO, Myles McEntyre, who provided insight into the company history as well as leading a factory tour. The HFMA said sitting down with a member company to discuss how membership helps them and to discuss how the HFMA can support companies more effectively, was highly beneficial.

Martin Last, HFMA Director General, commented: "Meeting the G&G team face to face not only helped reinforce the connection between the HFMA and a member, but also gave both teams a opportunity to connect and discover how we can strengthen the relationship and improve services to members. I hope that this is just the first of these events and look forward with meeting with more members in the coming months."



## Almost three in five parents expect children's activity levels to drop this winter

A new campaign has been launched following research that revealed that nearly three in five parents expect their children's physical activity levels to drop this winter.

Research revealed 57 per cent of parents say their children's physical activity levels are likely to suffer a seasonal dip during autumn and winter, with cold or wet weather (60 per cent) and darker evenings (41 per cent) highlighted as the key barriers in new research findings.

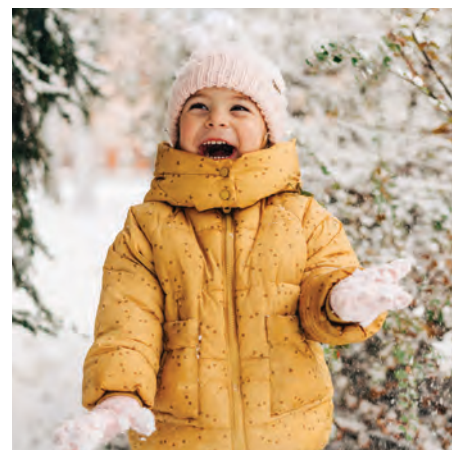
To tackle inactivity and help families keep children moving all year-round, the Government has launched Let's Move!, a new campaign supported by Sport England that aims to help parents discover simple, fun, and pressure-free ways to build movement into daily life.

NHS guidance recommends that children get at least 60 minutes of physical activity each day – including 30 minutes outside of school hours. Yet the new survey reveals that 81 per cent of parents underestimate how much physical activity children need. Already, more than half of children in England aren't getting the recommended amount of movement and, worryingly, the research shows this will increase during the colder months.

Supported by Joe Wicks, the campaign is part of the Government's wider effort to break down barriers to physical activity for people all over the country.

Public Health Minister, Ashley Dalton, commented: "Every child deserves the chance to be active, healthy and happy – but right now, too many are missing out on the 60 minutes of daily exercise their bodies need. Let's Move! is about showing families that physical activity doesn't have to mean expensive gym memberships or organised sports."

The campaign is being piloted in targeted areas of Sandwell, Lancashire, Essex and Bradford where inactivity levels and inequalities are greater than other parts of the country.



## Function and experience among active nutrition trends for 2026

A new forecast for supplement trends in 2026 has highlighted the importance of function and experience.

Nutrition Integrated revealed during recent webinar, *Active Nutrition Trends Done Differently*, the trends set to shape the active nutrition sector in 2026.

Founder, Nick Morgan, commented: "For the most part, product and ingredient-led trends are straightforward. You don't need me to tell you that hydration or creatine are trending. What sets our approach apart is that we look at the dynamics behind the category to understand why something is trending and how products are being developed within that context."

Trends includes renaissance; Nutrition Integrated said while the footprint of the active nutrition industry remains stable with ingredients, needs and populations largely unchanged, innovation is thriving. But much of what's driving progress today isn't entirely new, it's the familiar, reframed through the lens of 2026 and revived for today's consumers.

It also highlighted the fact that coffee is much more than a daily habit.

"From MCTs and the days of Bulletproof to collagen, mushrooms and now protein,

making coffee a perfect partner is a surefire way to embed an innovation," they said.

Analysts turned to protein, commenting: "Protein has been a buzzword – and buzz ingredient – for longer than anyone expected. It's proliferated in every possible format and aisle, becoming a surrogate for health itself. In doing so, it's set the precedent for better for you everything and created a blueprint that other functional ingredients are already starting to follow."

And it questioned function or experience. "It's a difficult balancing act and consumers want both," they said. "Products need to have a benefit but in order to drive broader adoption, repeat purchase and brand loyalty, consumption must be memorable. What's inside the product is no longer enough to ensure success, it's about the moment it creates."

Morgan added: "The opportunities we're seeing lie in reframing the familiar and thinking about how to create products that truly fit into consumers' lives. Success will come from solutions that combine function with experience, address real-world needs, and offer something that consumers can rely on every day."