

Media Release

HFMA welcomes new Scientific Adviser

Media Release for immediate use, May 2026

The Health Food Manufacturers' Association (HFMA) are delighted to announce the appointment of their new Scientific Advisor following the retirement of Dr Michele Sadler. From April 2026, the position will be held by Dr Roberta Re, MBA, PhD, currently the director of Cambridge Food Science.

Roberta has an impressive and extensive background in science and food matters and will be a great asset to the HFMA and to our members. With over 25 years experience in nutrition science, food supplements and regulatory matters as well as being an Adviser to the UK Government at the Department for Business and Trade she is well placed to take on the role.

Martin Last, HFMA Director General comments, 'I am delighted to welcome Roberta as the new Scientific Adviser, her knowledge and experience is going to be invaluable in helping us deliver the level of expert opinion and insight we need to deliver to our members and stakeholders.'

Roberta comments, 'I am pleased to be joining HFMA as Scientific Adviser, supporting its mission to bring scientific rigour to the natural health sector. Clear, balanced and evidence-based information helps guide both industry practice and informed consumer choice.'

Martin continues, 'Members will have an opportunity to meet Roberta at our Working Groups and the HFMA team are looking forward to working with her. Her level of expertise and skills are going to bring much to the role and helps the HFMA continue to take forward the important messages at the highest level.'

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Notes for Editors:

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About HFMA. Founded in 1965, the Health Food Manufacturers' Association (HFMA) represents around 120 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