

Media Release

HFMA host breakfast discussion at Houses of Parliament

Media Release for immediate use. May 2026

Political outreach is an important part of the day to day activities of the Health Food Manufacturers' Association (HFMA) ensuring that the industry has not just a seat at the table with government departments but that our industry's voice is heard.

Martin Last, HFMA Director General, recently hosted a breakfast discussion at the House of Commons attended by HFMA members and MPs. An opportunity to discuss and to generate further engagement. With the NHS recommending supplements and around 55% of the UK population taking them on a daily basis, it is important that the government understand and take action in supporting getting the message to the consumer.

Martin Last comments, 'Meeting with the MPs is the perfect opportunity to take our message direct to them. Presenting the Health of the Nation survey illustrates to them the importance of supplements in the daily regime of the population. This along with the NHS recommending supplements and the fact that science supports the use of them, means the regulatory framework should support and not hamper the responsible UK manufacturers.'

The breakfast meeting allowed for frank and honest discussion, making the MPs aware of the importance of supporting the responsible manufacturers and the fact they should not have to pay the price of further regulation to rein in the rogue traders who choose to ignore the requirements. Prevention is a key part of the 10 year plan laid out for the NHS and the HFMA believe that supplementation should play a key part in that plan. The regulatory framework gets in the way of the message reaching the consumer in a language that they understand and it is time that this matter was given serious political attention.

Martin Last continues. 'Following the positive engagement we have had with MPs we are encouraged that they are taking our message seriously. I would like to encourage all areas of the industry to contact and actively engage with their local MP and make our industry's voice heard.'

The HFMA continue to be involved in government discussions in many areas and will continue to take the important messages to the opinion makers and informers.

ENDS

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