

AWARDS OF HONOUR FOR INDUSTRY



Vicky Mciver receives her award from HFMA Director General, Martin Last



Jim Manson (left) is presented with his award from HFMA Chair, Nick Bennett

The Health Food Manufacturers' Association (HFMA) has announced the recipients of its prestigious annual awards.

At the HFMA's recent AGM, three industry awards were presented, celebrating achievements of individuals within the industry.

The Maurice Hanssen Lifetime Achievement Award celebrates an individual who embodies all that is best about our industry and has demonstrated dedication and commitment throughout their career. This year, it was awarded to Vicky Mciver of Power Health, for her continued efforts to support and promote the trade. Now spearheading the company begun by her father, Vicky recognises the importance of the role the industry has to play in producing quality products and supporting wellness of the end consumer.

Also winning an award was Jim Manson of Natural Newsdesk, who won the Media Communicator Award. Formerly the Journalist of the Year Award, the accolade has been renamed to reflect the fact that journalism and writing is now more than the printed word and extends to digital and online communications.

Jim has had a long career in journalism and has been a long-time supporter of the natural products industry. Whilst always being one of the first to get the news to the trade and beyond, he has also never been afraid to ask the difficult and challenging questions.

This year also saw the inaugural presentation of the Roger Lane Growth and Innovation Award. Presented by Janet Groves, Chairman of Lanes Heath and Roger's daughter, the award was presented to Julie Chen, from The Cheeky Panda, for her work in driving awareness and education around the sustainability of paper products and the use of bamboo, the continual development of new products and the enthusiastic support of the natural products trade.

Janet commented, 'My father was passionate about continued innovation and growth within this industry, the environment

and sustainability was also something very close to his heart, so I am delighted to present Julie with this award in recognition of all she has done and continues to do.'

Martin Last, HFMA Director General, commented: "I am delighted that we have this opportunity to celebrate individuals within our industry and wish to congratulate all the winners and thank them for their commitment and dedication to their roles in the industry. I would also like to extend my thanks to Janet Groves and the Lane family for their support in presenting the Roger Lane Growth and Innovation Award. I am sure this will go on to become a sought-after accolade and will celebrate the best of growth and innovation in our industry."

In other news, the HFMA's AGM focused on the theme of 'Breaking Down the Barriers to Trade Through Growth', looking at how we can help take industry forward in a successful way by overcoming barriers and obstacles, whether it be economic issues, trading restrictions, or political impact.

Beginning with a panel discussion chaired by Theresa Cutts, HFMA PR and Marketing Consultant, with Katy Rose, from Waverlex, Jalal Janmohamed, from Wren Labs, and Andy Thomas, from Better You, all considering how as an industry we stick at what works or should we look at diversifying.

Topics ranged from personalised nutrition, new delivery systems, apps to support supplements and the role of AI in an industry where sustainability and environmental impact is on the agenda. Other topics included political updates from Tom Bradley at Cavendish Consulting, trading opportunities with David Bharier from the British Chamber of Commerce, growth, import and export from James Beringer from the Food and Drink Federation, and Sukh Gill, from the IHTA, covering the relation between the UK and Ireland in the natural products industry.

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