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Industry News

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The seminar panel

HFMA awards, seminar and meeting with MPs takes the industry forward

The Health Food Manufacturers' Association's AGM and annual seminar in London included annual awards and a packed programme of presentations on breaking down trade barriers.

A panel discussion chaired by Theresa Cutts, HFMA PR and Marketing Consultant, featured Katy Rose of Waverlex, Jalal Janmohamed from Wren Labs and Better You's Andy Thomas. They considered whether the industry should stick with what works or look at diversifying into different delivery systems and technologies.

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 always on the agenda.

The Maurice Hanssen Lifetime Achievement Award was presented to Vicky Mciver of Power Health for her long and continued efforts to support and promote the trade.

What was previously the Journalist of the Year Award and is now the Media Communicator Award was presented to Jim Manson of Natural Newsdesk, reflecting the advance of digital and online communications.

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 went 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 and the enthusiastic support of the natural products trade.

Meanwhile, HFMA Director General Martin Last hosted a breakfast discussion at the House of Commons attended by HFMA members and MPs to generate further engagement. With the NHS recommending supplements and around 55% of the UK population taking them on a daily basis, HFMA wants to help the government to take action in getting the message to the consumer.

Following the retirement of Dr Michele Sadler, HFMA's new Scientific Advisor is Dr Roberta Re, MBA, PhD, currently the director of Cambridge Food Science.