

Media Release

HFMA collaborates with Global Prebiotic Association

Media Release for immediate use. August 2026

The Health Food Manufacturers' Association (HFMA) are delighted to announce their new partnership with Global Prebiotic Association (GPA) a collaboration that will add to the expertise and knowledge base of the HFMA in supporting their members and the industry.

This new alliance recognises that the HFMA and the GPA will work together in sharing information and data, advocate for increased access to and consistent regulations and standards for supplements across international borders. They will also look for opportunities to support research initiatives and educational programmes and anticipate that by working together, they will promote evidenced-based practices and support the dissemination accurate information to industry professionals and consumers.

The collaboration will also seek to expand market access for their respective members' supplements in international markets. There may also be the opportunity for trade missions, exhibitions and conferences and other aspects to support favourable trade agreements around the export of supplements across trade borders.

Martin Last HFMA Director General, commented, 'This is a very positive and important new partnership for the HFMA. It provides us with many opportunities from access to research and the sharing of scientific data, through supporting members with international trade opportunities.'

He added, 'Joining together with the GPA adds a significant partner to support us as an advocate for consistent and realistic regulations particularly around the use of pre and probiotic supplements, supporting our ongoing discussions at government level. I look forward to a long and mutually beneficial collaboration with both parties supporting each other towards the same ends.'

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Notes to Editors:

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