

HFMA announces new collaboration to broaden member benefits

The Health Food Manufacturers' Association (HFMA) has announced a new collaboration to bring benefits to members.

The HFMA has formed a new partnership with RSSL, which has over 35 years of scientific experience from a team of over 350 dedicated scientists with experience in food science, nutrition, chemistry, biochemistry, molecular biology and physical sciences. HFMA members will now have preferential rates on the services offered by RSSL including concept ideation, research and development, testing, commercialisation and after-market support. RSSL will also have mutual benefit with fuller access to HFMA services and support.

Martin Last, HFMA Director General, commented: "We are always looking for ways to add value to membership and this partnership with RSSL is a perfect example. Their extensive services in testing ingredients and products, as well as assisting in product development and more, are a vital part of the

journey in bringing a product to the market. We have a long association with RSSL and look forward to cementing this relationship even further with this reciprocal agreement between us supporting both their clients and our members."

In other HFMA news, the organisation has announced a new partnership with Global Prebiotic Association (GPA) which will add to the expertise and knowledge base of the HFMA in supporting members and 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.

Martin added: "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. 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."

