THE VOICE OF UK NATURAL HEALTH

Media Release

HFMA Autumn Seminar hailed as a great success

‘What a fantastic day, I didn’t realise how much I missed in person events.’ ‘A superb mix of speakers, I am going home inspired.’

‘I can’t wait for the next one and will bring my colleagues.’ ‘As an exhibitor, we made quality connections, we will be back!’

‘Such a wealth of information in one day, plenty to think about for the future plans in our business.’

This was just some of the feedback from the Health Food Manufacturers’ Association (HFMA) Autumn Seminar held in central London in November.

With the theme of 'Future proofing your business to support the healthy lifestyle of tomorrow's consumers’, the aim was to bring the industry together and highlight the challenges and opportunities that could be ahead.

Covering topics from the future use of QR codes, the changes to packaging regulations including the forthcoming Deposit Scheme, a look behind the scenes at the MHRA, a review of food supplement regulations, an update on the SPS agreement, bringing the human aspect into a digital world and the power of plants on our personal environment and mental wellbeing. Attendees were left with plenty to think about.

Apart from being an educational and inspirational day, it was also a superb opportunity for networking and connecting. More than one attendee commented how they noticed how much they have missed that face-to-face connection with the industry. A tabletop exhibition gave attendees the chance to chat direct to companies.

Along with industry relevant topics, there were also presentations looking at the bigger picture. Stefan Thomas, motivational speaker and author, discussed how to keep the human presence in an AI driven world, encouraging companies to ensure their customers felt seen and listened to, no more ‘Dear Valued Customer,’ generic mailouts. He also got everyone in the room making new connections on the spot.

TV gardener, plant profiler and author, David Domoney gave the keynote speech on the importance of green space and plants in our every day lives. Be it a walk in a park or a pot plant for the office, his presentation covered the superpowers that every day plants can bring into our daily lives.

Martin Last, Director General HFMA, commented, ‘This event was created to inform and inspire attendees and I believe we achieved that. The speakers covered a lot of ground including an update from Defra on the SPS agreement that had been announced on the morning of the seminar.’

He added, ‘I believe everyone went away realising the benefits of in person events, we made sure there was plenty of time for networking amongst attendees and speakers. I would like to thank everyone who attended and helped make it a successful day.’

Theresa Cutts, PR and Marketing Consultant to the HFMA commented, ‘We wanted to create an in-person event that brought the industry together to learn and connect. It is extremely rewarding to receive feedback from attendees and speakers on how enjoyable and beneficial they found the day. We have already had people ask about booking for the next seminar in 2027.’
She added, ‘The HFMA Autum Seminar was created to become an annual event, the feedback suggests the industry agrees and there are plans to hold the next one in November 2027.

ENDS

Contd.

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Photos of the event attached.