

Press Release

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The HFMA announces leadership change

The Health Food Manufacturers' Association is announcing a change to its leadership as part of a wider succession plan announced at its AGM in June 2022.

The current Executive Director, Graham Keen, will stand down at the end of June after serving in the role for the last 15 years. During that time Graham has served with distinction, representing HFMA members' interests with a renowned passion and determination.

The new Executive Director from 1st July will be Martin Last. Martin will initially join the HFMA as its Executive Director (Designate) on 3rd April, and there will be a handover period from Graham to Martin for 3 months.

Martin is well-known to the HFMA's member companies and has been closely associated with the HFMA for over 25 years, as a member company throughout that time and also a long standing and committed member of the HFMA Council. He has served as HFMA Chair and Vice-Chair, and he is an active member on various HFMA sub-committees, such as the Technical Committee, Political Engagement Committee and PR Committee. Martin also represents HFMA at its European federation, EHPM, and is currently the EHPM Vice President. Martin sits on the board of the EHPM and is the chair of the Quality, Technical and Regulatory Work Group, and also is part of EHPM's Probiotic and Novel Foods Task Forces.

HFMA Executive Director Graham Keen said, *"The time has come for me to take things a little easier, and my primary concern has been to leave the HFMA, and the interests of all its members, in safe hands. Martin brings fantastic experience to the role and like me completely understands the importance and great value of the work that the HFMA undertakes. After July I will be on-hand to offer help and advice if needed not just to Martin, but to the entire HFMA team, who do such a fantastic job for all of our members."*

Martin Last commented, *"I have always been strongly committed to our industry and I am really looking forward to stepping up to this new role with all the challenges it will bring. Graham has clearly done an excellent job in enhancing the standing and reputation of the HFMA and I intend to carry on this work, in association with the HFMA team, and to best promote the values and initiatives for our members and our industry for the future."*


Steve Mann, Chair of the Health Food Manufacturers' Association said, *"The success and growth of this association has not happened by accident - it can only be achieved through the hard work and dedication of the individuals who make the HFMA what it is. Throughout our long history, the Association has had no greater, nor more dedicated, servant than Graham Keen. I feel privileged to have worked with him for many years, and to be able to say that not only was I fortunate enough to have served the HFMA myself, but that I did so during the 'Graham Keen Era'."*

He continued, *"Whilst the association has an illustrious past, it also has as an exciting future. So I look forward to working closely with Martin, the HFMA Team, our Advisors and Council as we continue to build a platform for the future success of our industry. With Martin's wealth of experience and commitment to our industry, I have no doubt that our next era will build on the successes from the last."*

-Ends-

Notes to Editors

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PRESS NOTES:

About the HFMA

The HFMA, the voice of the UK's natural health industry since 1965, represents around 150 manufacturers and suppliers of natural health products. As the authoritative voice of the natural products industry, the HFMA supports the interests of its members with legislators and regulators; promotes industry best practice for product quality and safety; and provides responsible information for consumers.

For further information about the HFMA, visit www.hfma.co.uk

Martin Last BA (2.1 Hons) MMRS Dip MRS FHF

Martin Last has over 35-years' experience in the food supplement industry, is the founder of MPL Marketing Services Ltd and is a leading international marketing consultant, focussing on food supplements and health related products. He is also extremely active in the major Associations that represent this industry.

As an established and high-profile consultant in the industry Martin attends many of the national and international events worldwide and has spoken at regular events in the UK, EU, and USA. He has expertise on how the changing EU regulatory environment is influencing changes to marketing strategies in the healthcare industry. He writes for several influential trade journals on related topics.

MPL has a successful track record assisting companies in building businesses in the UK and EU for their branded ingredients and finished products, establishing an effective presence in these markets. Martin has worked with both small and large companies enabling constructive launch and support strategies integrating product development in line with new legislation. As such, Martin has a strong reputation for making things happen, identifying opportunities and achieving agreed objectives.

Some of the notable achievements include being recognised as an integral part in developing the market for Efamol Evening Primrose Oil in the 1990s, and for the launch of several innovative branded health products during that time. In the last 20 years Martin has found success with Ester-C in establishing a sustainable position for the stomach friendly form of Vitamin C. Representing The Ester-C Co in USA, Martin coordinated the selling and business strategies for several selected worldwide manufacturers and territory distributors, establishing strong ongoing brand recognition. The raw material ingredient is sold into major food supplement brands worldwide and commands a significant premium share of the vitamin C market.



Martin is a long standing and committed member of the Council of the Health Food Manufacturers' Association (HFMA), a previous Chair and Vice Chair. Martin continues to be active in various HFMA sub-committees, such as the Technical Committee, Political Engagement Committee and PR Committee. He has a track record of representing the HFMA at UK and International meetings with politicians, regulators, related associations, and interest groups. The HFMA is the authoritative and responsible voice of the UK Natural Products Industry, influencing legislators, regulators, and key opinion formers to promote the maximum freedom of choice and access to high quality natural health products and representing over 150 manufacturers in the UK.

Martin also plays an increasing role in Europe, representing HFMA at The European Federation of Health Product Manufacturers' (EHPM) and is the EHPM Vice President. The EHPM is the voice of the food supplement sector since 1975, representing around 1600 health-product manufacturers, distributors, and suppliers through its 14 national associations and 12 direct company members across 17 European countries. The main aims of EHPM are to support the development of an appropriate EU regulatory framework for food supplements and botanical and herbal products, and to promote industry best practices for guaranteeing an ever-greater product quality and safety. Martin sits on the board of the EHPM and is the chair of the Quality, Technical and Regulatory Work Group and sits on its Probiotic Task Force. In his role Martin helps coordinate members engagement with the European regulatory process with the EU Commission and European Food Safety Authority (EFSA) and other stakeholders. For EHPM, Martin is one of the experts who sits on various technical and regulatory committees for Food Drink Europe (FDE), again to help support the food and food supplement industries. EHPM are also members of the International Alliance of Dietary Food Supplements Associations (IADSA) who promote the Dietary Supplements Industry worldwide.

Martin is also a Fellow of the UK Health Food Institute, promoting training and excellence in the UK health food industry, and is a member of The Market Research Society (MRS) and holds a Diploma of the MRS.