

HFMA's 'Graham Keen era' comes to an end

By Rosie Greenaway - February 23, 2023



The Health Food Manufacturers' Association (HFMA) has confirmed that Graham Keen will stand down as executive director in June.

As part of a 'wider succession plan' Keen's role will be filled by Martin Last from 1 July.

Keen has, the HFMA says, 'served with distinction' over the past 15 years, representing the interests of members with 'renowned passion and determination'. He comments on the change of leadership: "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."

Last (*pictured left*) – who has previously served as HFMA chair and vice-chair, and is an active member of various sub-committees including Technical, Political Engagement and PR – has been associated with the group for over 25 years.

"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,” says Last.

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Current chair, Steve Mann, adds: “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, no 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 I did so during the ‘Graham Keen era’.

“Whilst the Association has an illustrious past it also has an exciting future. So I look forward to working closely with Martin, and 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.”

Rosie Greenaway

Having spent the early part of career putting her BA (Hons) in Media Writing to use as a freelancer writer across a number of industries – from wellbeing, food and travel to design and events – Rosie Greenaway’s post as editor of Natural Products News and Natural Beauty News began in 2017. In 2018 she co-launched NPN’s 30 under 30 initiative, is a regular presenter and speaker on industry panels, is a judge of several awards schemes in food and beauty (from the Soil Association’s BOOM Awards to the Who’s Who in Green Beauty Scandinavia) and acts as an Advisory Board Member for the Sustainable Beauty Coalition.