



Zero Compromises. Pure Results.

Europe's leading sustainable business event



PART OF: natural food show natural organic ingredients 16-17 April ExCeL | London REGISTER

FARM SHOP & DELI SHOW 24-26 APRIL 2023 NEC BIRMINGHAM



Where the specialist retail sector meets



Header

HFMA ANNOUNCES LEADERSHIP CHANGE AS GRAHAM KEEN PREPARES TO STAND DOWN

READ THE L

The UK and Ireland's top trade magazine for



UK's No.1 Menopause supplement* Major new advertising campaign with Gabby Logan starts now! Also in the new press releases. Vitabiotics logo

E-NEWSLET

Sign up to receive the latest Business. Your data will not be shared and you can unsubscribe at any time.

Full name *

Company



It has been announced that Martin Last will succeed Graham Keen as Executive Director at the Health Food Manufacturers Association (HFMA).

The organisation has announced a change to its leadership as part of a wider succession plan which was 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 July 1 will be Martin Last. Martin will initially join the HFMA as its Executive Director (Designate) on April 3, and there will be a handover period from Graham to Martin for three 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,

Email *

I am human

SUBMIT

OUR TWI

Tweets from @H

Health Food
@HFBmagazi

Our March issue is out

Look out for it in your
healthfoodbusiness.co

Featuring:

- CBD focus
- The importance of
- Expert opinion from
[@healthstores_ie](https://twitter.com/healthstores_ie) [@W](https://twitter.com/W)

Target Publishing and Nat



Health Food
@HFBmagazi

LATES

HFMA announces leadersh
prepares to stand down

Health Food Business Pres
Awards

Campaign highlighting soi

Industry stalwart selected
Transplant Games

Viridian hosts education t
expert

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.

Graham commented: "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

Martin added: "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 HFMA, also commented: "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'.

"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."

0 comment



WEB ADMIN

previous post

HEALTH FOOD BUSINESS PRESENTS HEALTH STORE HEROES AWARDS

YOU MAY ALSO LIKE

CAMPAIGN LAUNCHED AFTER WARNING AGAINST BANNING TRADITIONAL MEAT...

SOLARAY SUPPORTS RETAILERS' AMBITIONS WITH BRAND REFRESH

VIRIDIAN TEAMS UP WITH POPULAR TV DOCTOR

May 24, 2018

ADVER

SAY HELLO TO...
health

It's the new name
Association of H

JOIN US NOW
for just £21 p



FACEBOOK



TWITTER



INSTAGRAM

*@2017 - Target Publishing. All Right Reserved. Published by **Target Publishing***



BACK TO TOP
