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The [Health Food Manufacturers' Association \(HFMA\)](#)'s long-standing executive director, [Graham Keen](#), is step down in July when he will "hand on the baton" to [Martin Last](#).

Graham Keen has led the HFMA with distinction through a period of unparalleled political and regulatory change, during which its reputation and influence grew strongly and its membership increased steadily.

Steve Mann, chair of the HFMA, said: "I feel privileged to have worked with Graham 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."

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."

Martin Last 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."



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Graham Keen

Leadership change at the HFMA as Graham Keen hands on the baton

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