

## Press Release

### The HFMA announces Suzie Sawyer as Health Journalist of the Year 2023

Release date: 19<sup>th</sup> June 2023.

The Health Food Manufacturers' Association (HFMA) has announced Suzie Sawyer, Nutritionist and writer, as the deserving winner of this year's Health Journalist of the Year Award.

The award, presented at the HFMA's Annual General Meeting (AGM) on 14th June 2023, recognises the best of journalism and writing covering the natural health industry. This prestigious accolade is awarded on behalf of the HFMA members, recognising and acknowledging forward-thinking and progressive writing within the field of natural health.

Esther Mills-Roberts, the HFMA's Director of Communications, said *"We are delighted to honour Suzie with this award, given in recognition of the part she has played, over the years, in providing consumers with nutrition information that is trusted, reliable and accurate. We know that when Suzie's features, interviews or talks appear, that they will be full of solid, sound advice. This is why Suzie was chosen as an expert advisor for the HFMA, and why she was selected to front a number of the HFMA's consumer campaigns in 2022. A very deserved recipient"*.

Suzie has successfully dovetailed an early PR career with her work as a Nutritionist, to creatively educate and communicate science-based nutritional knowledge. She has written for many national, consumer and trade titles including Woman, Woman's Own, Natural Products Magazine, Closer, The Daily Mail, Bella, The Express, Fitness Magazine, Platinum Magazine and many online titles. She also regularly provides expert comment across all media channels. Suzie has worked closely with the HFMA team this year creating content for menopause and vegan campaigns Suzie has spent over 20 years passionately delivering her knowledge to motivate, educate and empower people to take control of their wellbeing.

Suzie commented, *"I'm really proud to receive this award from the HFMA in recognition of my media work over the last 20 years. I'm so passionate about the topic of nutrition and the absolute need to provide accurate, science-backed and accessible information to the consumer, in order to motivate people to manage their health and wellbeing."*

She adds, *"It's been a great privilege to work alongside such knowledgeable and talented people within the HFMA and for us all to be striving for a healthier nation."*

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**Photo: L to R; Steve Mann, HFMA Chair, Suzie Sawyer, Graham Keen, Executive Director.**

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**PRESS NOTES:**

### **About the Award**

The HFMA Health Journalist of the Year Award was first presented in 1998 and has since celebrated the works of over twenty journalists including Victoria Lambert, Michael Van Straten, Lucy Gornall, Amy Packer, Peta Bee, Faye Smith, and last year's winner Rob Hobson.

### **About HFMA**

Founded in 1965, the Health Food Manufacturers' Association (HFMA) 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](http://www.hfma.co.uk).