

HFMA Membership Business Case Template

HFMA Membership Justification Guide and Email Template

Use this template to make a compelling case to your senior management for why your company should join the Health Food Manufacturers' Association (HFMA). The talking points and sample email below highlight the value HFMA membership brings to both you and your organization, showcasing the free and exclusive benefits that come with membership.

Talking Points

Why Join the HFMA?

The Health Food Manufacturers' Association (HFMA) is the leading trade association for the UK's natural health industry, representing businesses involved in the manufacture, importation, and supply of natural health products. Here are key reasons why HFMA membership is an excellent investment:

- **Industry Leadership:** HFMA represents the interests of the natural health industry at the highest level, actively engaging with regulators, government bodies, and key stakeholders to ensure your voice is heard.
- **Regulatory Expertise:** Gain access to HFMA's Clear Check service, an invaluable resource for ensuring compliance with UK regulations on health claims, labelling, and advertising.
- **Networking Opportunities:** Connect with a community of like-minded professionals and businesses through industry events, webinars, and exclusive forums.
- **Member Benefits:**
 - Complimentary access to HFMA's regulatory guides, updates, and newsletters.
 - Use of Clear Check* for initial label and claim reviews; this service includes two free hours of CLEAR CHECK time, followed by heavily discounted rates for members.
 - Exclusive industry insights and guidance on UK and EU regulations.
 - Member-only discounts on events, workshops, and compliance services.
- **Credibility & Recognition:** Displaying HFMA membership shows your company's commitment to quality, compliance, and ethical business practices, enhancing your reputation within the industry and with consumers.

**Clear Check Service Fees*

Telephone Enquiries	The first 10 minutes (5 minutes for non-members) of initial enquiries are not chargeable. After that, the hourly rate applies.
HMFA Member	£86.00 per hour + VAT
HFMA Non-Member	£165.00 per hour + VAT
Certificates of Compliance	£50.00 per certificate + VAT (additional certificates requested at the same time are charged at a rate of £10 per certificate + VAT)
Urgent Surcharge	35% of the Net invoice amount + VAT.
CLEAR CHECK stamp renewal review	20% discount on a previously submitted Labelling and Marking literature which has received a CLEAR CHECK stamp within the last two years.

Email Template

Subject: Proposal: HFMA Membership for [Your Company Name]

Dear [Recipient's Name],

Keeping up with the evolving regulatory landscape and maintaining compliance is critical to our success in the natural health industry. I believe joining the Health Food Manufacturers' Association (HFMA) is a strategic step to ensure [Your Company Name] remains competitive, compliant, and well-informed in this fast-paced environment.

HFMA is the leading trade association representing the UK's natural health industry, and membership offers an array of benefits that would significantly contribute to our business success, including:

- **Access to regulatory support and expertise**, such as HFMA's Clear Check service for claims, labelling & marketing material compliance.
- **Networking and collaboration opportunities** through industry events and forums.
- **Exclusive resources and updates**, including guidance on regulatory changes and industry best practices.
- **Credibility** as an HFMA member, demonstrating our commitment to high standards and ethical practices.

For a modest [annual membership fee](#), we would also benefit from several complimentary services, including regulatory guides, newsletters, regular updates, and label reviews, ensuring we remain ahead of regulatory challenges while saving time and resources.

I strongly believe HFMA membership is an investment in both my professional development and the long-term growth and success of [Your Company Name]. It would provide us with the tools, insights, and connections needed to navigate the complexities of our industry with confidence.

I would be happy to discuss this further, arrange a call with the HFMA team, or provide additional details on how HFMA membership can benefit our organization. Thank you for considering this opportunity.

Best regards,

[Your Name]

[Your Job Title]

Need more help? Contact us at hfma@hfma.co.uk.