

Lucy Gornall
HFMA HEALTH JOURNALIST OF THE YEAR

The HFMA has named Lucy Gornall as Health Journalist of the Year during its awards presentation at its Annual General Meeting (AGM) on the 5th June 2018.

The Health Journalist of the Year Award is presented annually by the HFMA (Health Food Manufacturers' Association) on behalf of its member companies. As one of the most sought-after accolades amongst serious, progressive health writers and broadcasters, this award recognises the best of journalism covering the natural health industry.

This year's Journalist of the Year award winner Lucy Gornall is an influential health and fitness editor for some of the most well-known women's magazines in the country. As well producing freelance fitness content for big names, Lucy currently edits the health and fitness content for seven magazines covering some of the biggest titles on the newsstand, including Fit & Well, Woman's Own, Woman, Pick Me Up and Chat Magazine.



(L-R, Robert Taylor - HFMA Chair and Senior Vice President at Vitabiotics, Lucy Gornall - Health Editor and Journalist of the Year, Graham Keen - Executive Director at HFMA)

Lucy's time in health and fitness journalism has seen her write on everything from gut health to protein and alternative diets. In her personal life, Lucy lives and breathes the healthy lifestyle a qualified personal trainer with an ante and post-natal qualification, she specialises in strength and conditioning, running her own class at Adidas studios.

Robert Taylor, HFMA Chair comments: “Lucy is a great example of a journalist who is truly practicing what they preach. She is a positive influence to her millions of readers, and a shining advocate for our industry, challenging people to think twice about what they put into their bodies and strive to be healthier in their everyday lives.”

Speaking on her award, Lucy says: “I’m honoured to receive this award from the HFMA. I love my job, and each day is more varied than the last. I feel a huge sense of responsibility writing in the health area, with so much false information out there, it’s up to journalists like us to educate the masses on the most important new discoveries and developments within the industry, and I feel privileged to be a part of this process.”

The HFMA is the voice of the UK’s natural health industry since 1965. Representing more than 125 manufacturers and suppliers of natural health products, the HFMA founded the Health Journalist award in 1998, and has since celebrated the works of over twenty journalists and broadcasters including Victoria Lambert, Dr Chris Steele, Michael Van Straten, Sarah Hartley, Dr Hilary Jones and last year’s winner, Alice Smellie.

The HFMA has also acknowledged the growing and diverse channels in which the natural health industry is now reported and last year announced its first Blogger of the Year to Hazel Wallace, a junior doctor and blogger with over 300,000 followers. The award celebrated her tireless efforts to educate responsibly on the work of the natural health industry and the importance of natural health and a healthy diet in helping a nation to be healthier.

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The HFMA

The Health Food Manufacturers’ Association (HFMA) is the voice of the UK’s natural health industry and represents more than 125 manufacturers and suppliers of natural health products. Founded in 1965, the HFMA is a not-for-profit organisation which operates long-standing codes of practice to ensure that member companies adhere to high standards and offer good quality, safe products supported by responsible, lawful information.

For further information about the HFMA, visit www.hfma.co.uk.