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For media inquiries, please contact:
Chloe Essery | T: 647-274-4314
chloe@duetpublicrelations.com



Ten Distinguished Industry Leaders Recognized at the 2024 CHFA Industry Achievement Awards



Beckie Prime, Founder of Beck's Broth Awarded CHFA One To Watch

TORONTO, ONTARIO — April 8, 2024: The Canadian Health Food Association (CHFA) announced the highly anticipated 2024 winners of the CHFA Industry Achievement Awards. The ten distinguished winners were honoured and celebrated at a reception on Thursday, April 4, at CHFA NOW Vancouver, CHFA's annual conference and trade show.

The CHFA Industry Achievement Awards recognize the best-of-the-best in the natural, organic and wellness industry. Awards range from celebrating successful teams to highlighting emerging entrepreneurs—it's the industry's opportunity to recognize accomplishments nationally.

Three months ahead of CHFA NOW, CHFA members nominate deserving candidates for the prestigious awards. Votes from CHFA Members determine some award winners, while the John Holtmann Award is chosen by the esteemed CHFA Judging Panel, comprised of the CHFA Awards Council, each boasting over five years of industry experience.

This year's winners include [Freshfield Naturals Inc.'s Ocean Saving Omega™](#), winner of the competitive CHFA Launch Pad competition; Beck's Broth, winner of the One To Watch award for its on-the-rise convenient bone broth-based drinks; and St. Francis Herb Farm, winner of the Brand Impact award for the latest relaunch of their kids' line of herbal formulas.

The CHFA Industry Achievement Award winners for 2024 are:

1. **John Holtmann Industry Achievement Award:** Matt LeBeau, [LeBeau Excel](#)
2. **CHFA One To Watch Award:** Beckie Prime, [Beck's Broth](#)
3. **Agent of Change in Social Justice & Advocacy:** Gavin Mah, [Biomed](#)
4. **CHFA Celebrating Diversity Award:** Margaret Coons, [Nuts for Cheese](#)
5. **CHFA Award for Excellence in Retail Sales:** Lisa Fry, [Nature's Fare Markets](#)
6. **CHFA Award for Excellence in Sales:** Jason Cox, [Purity Life Health Products](#)
7. **CHFA Launch Pad Winner:** [Freshfield Naturals Inc.'s Ocean Saving Omega™](#)
8. **Woman of Influence Award:** Ellen Wheeler, [Alive Publishing Group](#)
9. **Retail Innovation Award:** [Community Natural Foods](#)
10. **Brand Impact Award:** [St. Francis Herb Farm](#)

For more information, please visit chfanow.ca.

About CHFA

The Canadian Health Food Association (CHFA) is Canada's largest trade association dedicated to natural, organic and wellness products. As a national not-for-profit association celebrating 60 years, our members include manufacturers, retailers, wholesalers, distributors, and importers committed to getting more healthy living products into the hands of more Canadians. Visit chfa.ca for more info.