



Earth Day is "Bring Your Own Bag Day" at Super J IGA Supermarkets



As part of a continuing strategy to reduce plastic bag use in its operations Super J Supermarkets is encouraging shoppers to bring their own bag to shop on Wednesday April 22. The activity is slated to coincide with the international observance of Earth Day under the theme the “Green Generation”.

“Bring Your Own Bag Day at Super J” is designed to persuade customers to act responsibly towards the environment, by foregoing having groceries packed in plastic bags at least on that day. Shoppers who do not bring their own shopping bags on Earth Day can purchase a Super J Reusable bag available at the supermarket, or voluntarily donate twenty five cents for each plastic bag taken at the checkout counter.

Martin Dorville, Deputy Managing Director of CFL says this is just one component of the overall plan to make Super J’s operations more eco friendly.

“We know that shoppers are still getting used to the idea of using reusable bags and it will take time and effort to persuade them to change their habits, but we are committed to this process. Ultimately our objective is to reduce plastic bag use in our operations, increase awareness among shoppers on the need to reduce wastage of plastic bags while simultaneously promoting a ‘viable solution’ in the form of the reusable bag” explains Dorville.

The Saint Lucia Solid Waste Management Authority has given its blessings to the Bring Your Own Bag activity, calling it a very positive step in helping to reduce the number of plastics introduced into the environment. The Authority urges other businesses to support the initiative of encouraging customers to bring their own bag, noting that “this approach is more readily acceptable than a tax or ban which could eventually be the way forward”.

Super J is also working closely with the Saint Lucia Solid Waste Management Authority in raising awareness among young persons of the environmental consequence of littering and

improper disposal of plastic bags. The company recently released an infomercial on television dealing with the issue of double bagging.

Super J Supermarkets has extended distribution of the reusable bags to the west of the island. The bags are now being sold at Erolines foods in Soufriere. The company donates one dollar on every Super J Reusable bag sold to environmental causes. To date MESPRO (organizers of the Ms. Earth Pageant) and the Babonneau Young Leaders Green Revolution Programme have benefited from sales of the bags. The monies collected from plastic bag sales on that day will be contributed to various secondary school Young Leaders Green Revolution Programmes.

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