



For Immediate Release

### **Super J IGA and Mega J now fully Metric**

Consolidated Foods Limited is the first company in the retail, wholesale and distributive trade sector to formally carry out its business in metric. As of Sunday, February 7, 2010 the company's Super J supermarkets, Mega J and all of its warehouses have all been converted to using the metric system of measurement. That means the company has made the shift from using pounds, ounces and pints to grams, kilograms and litres.

As leaders in the sector in St Lucia, CFL has always been fully supportive of the national effort towards metrication. The process towards full metrication of the company's operations began last year headed by the IT and Business Systems Department. It involved close collaboration with the island's Metrication Secretariat and the Saint Lucia Bureau of Standards, as the national authority on weights and measures in Saint Lucia. The company is especially pleased to have achieved this milestone, well ahead of the government's mandated conversion deadline of June 2010 for the sector.

The process was a very challenging one. It meant converting all measuring instruments, checkout lanes and the company's extensive databases of products to metric. Such an undertaking took the collaborative effort of an internal team comprising members of various departments diligently working over the last few months.

Joanna Justin Head of CFL's IT and Business Systems Department says the most notable change for the customer is with the perishable and weighed items, such as local produce, which are now labeled in **price per gram/kilogram rather than price per pound**. It is this area she says that presents a bit of a challenge for customers. However charts, flyers and posters have been set up in these areas to help customers understand the conversion. Staff sensitization sessions on Metrication were also conducted by the Metrication Unit which means they are better prepared to assist customers with conversion concerns.

Justin says, "It is important for our customers to understand that there have been no price increases as a result of the conversion to metric, just a change in the system of measurement used".

CFL plans to work with its Ti J's franchises to ensure that they will be metric-ready by June 2010. The company plans to closely monitor the process and deal with post conversion issues as they arise.