



## **Reusable Green Bag Delivers**

### ***Environmental Organization gets Cheque of \$4750***

Consolidated Foods Limited (operators of Super J's and Big J's) presented a cheque of \$4750 to MESPRO International, the coordinators of the Miss Earth Pageant. The cheque signifies a commitment made by the company in March of this year, that one dollar (EC \$1.00) on every Super J Reusable Green bag sold would go towards environmental causes in Saint Lucia. MESPRO is the first recipient of that commitment and many more environmental organizations are expected to benefit as Super J continues to sell reusable green bags.

The introduction of the reusable green bag is in keeping with CFL's efforts to help "green" Saint Lucia, by providing alternatives to the use of plastic bags within its stores. The company recognised that by virtue of the nature of its operations, it was contributing (although not intentionally) to the environmental problems caused by plastic bags. Sariah Best-Joseph, CFL's Public Relations Manager noted that "supermarkets where most of us buy our food have an important role in helping us do our bit for the environment. We are therefore committed to being part of the solution where plastic bag use is concerned."

Super J is among the few supermarkets in the region to introduce such a concept. The President of MESPRO International Hannah Fitz was full of praise for the company's bold "initiative" and what she viewed as a "visible" representation of its social responsibility. She explained that the funds received would go towards an environmental awareness programme called "Living Green". This programme will encourage Saint Lucians to think and speak about environmental conservation, but more importantly to act in a manner which demonstrates their commitment. In that vein she encouraged shoppers to not only purchase a green bag, but to use the bag when shopping to reduce their use of plastic bags.

Research is pointing to the fact that consumers want to get more involved in protecting and preserving the environment. Consumers also want the companies they do business with to develop a sustainability strategy. Best- Joseph said that ***CFL is humbled and encouraged by the response of the public towards the reusable green bag project.*** "Our customers have helped us to make this first cheque presentation possible. This in fact strengthens our commitment to support the work of the Solid Waste Management Authority and other organizations with an environmental mandate with their initiatives and programmes."