



Super J Goes Green

Super J Supermarkets have come in for much praise for its newly launched Reusable “green bag” initiative. The bags were officially launched to the public during a ceremony on March 20, which included some of the country’s leading environmental institutions and officials.



Consolidated Foods Limited (CFL) as operators of Super J’s decided to undertake this initiative as part of its plans to “green” the company. The company acknowledged that while it could not totally eliminate plastic bags from its operations, the intention was to persuade shoppers to use more environmentally friendly alternatives to the traditional plastic carrier bag, thus the new Super J reusable, degradable green bag.

Martin Dorville Business Development and Marketing Director of CFL noted that “research is pointing to the fact that consumers want to get more involved in protecting and preserving the earth. Their actions demonstrate that they are looking for the companies they do business with to develop a sustainability strategy. CFL is committed to doing just that.”

He added further that “CFL has taken great care with this project and so we sourced the green bag from Earthwise Bag Company. Earthwise is well known for producing durable non-woven fabric that are commonly found in the healthcare, packaging and floor covering industries.

The other speakers on the programme included the General Manager of the Solid Waste Management Authority, the Deputy Permanent Secretary in the Ministry of Environment and Sustainable Development, the Director of Consumer Affairs and the President of the National Consumers Association. All gave their blessings to the initiative which they saw as supporting the national environmental preservation and recycling efforts.

All profits from the sale of the bags will go towards various environmental causes. MESPRO International organisers of the Miss Earth pageant will be the first recipients of proceeds from the sale of the bags.



Miss earth 2007 with Sariah Best-Joseph and Martin Dorville of Consolidated Foods Ltd.

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