

LuLu launches campaign to promote locally grown vegetables



HE Rashed Mohammed Al Shariqi, Director General of Abu Dhabi Food Control Authority along with Yusuff Ali MA, Managing Director of Lulu Hypermarkets and other government officials having a look at different locally grown vegetables on display at Lulu Abu Dhabi: Local agriculture and farmers are set to get further boost by active support by the private retail sector. The leading retail chain LULU HYPERMARKETS kicked off the "FESTIVAL OF ABU DHABI GROWN VEGETABLES & FRUITS" at their stores in Abu Dhabi & Al Ain.

This is the first time such a unique campaign is being held to promote the local produce. The weeklong festival was inaugurated by HE Rashed Mohammed Al Shariqi, Director General of Abu Dhabi Food Control Authority at Khalidiyah Mall in the presence of Ministry of Agriculture officials, farmers and other local companies.

"This is part of our Corporate Social Responsibility (CSR) initiative which is in tune with the vision of the father of the nation Sheikh Zayed, who attached great importance to the preserving environment and helping local farmers. Last few years we have been promoting the local agriculture produce in all our stores and now we want to take it to next level by creating more awareness for the residents to increase its consumption" said Yusuffali MA, Managing Director of Lulu Hypermarkets Group.

More than 100 varieties of fresh fruits and vegetables from farms in Abu Dhabi & Al Ain regions are being promoted during this festival and these will be available at LULU stores through out the year. This festival is being conducted in association with the Abu Dhabi Food Control Authority (ADFCA), Abu Dhabi Farmers Co-operative Society, Abu Dhabi Organic Farming and So Fresh. Separate section is dedicate for promoting "ORGANIC PRODUCE" grown in Abu Dhabi, which is attracting lot of interest from health conscious shoppers in the capital.

"We are well aware of the global crisis in the agricultural sector and this is the time when all should join hands to promote local farm sector so as to reduce dependency on imports and this is sure to help the local agricultural sector in the long run" added Yusuffali.