

National 'Eat Jamaican' campaign launched

Minister of Agriculture Christopher Tufton has launched the national 'Eat Jamaican' Campaign, aimed at increasing local production and encouraging consumers to make healthy choices by eating local produce.

The campaign was launched this morning at Coronation Market in downtown Kingston with Olympic medallists Asafa Powell, Brigitte Foster-Hylton, Melaine Walker, Michael Frater and Nesta Carter all in attendance.

"I really love what the Government is doing with this programme and I really do hope they will continue because this is what is needed (to support local production)," said Walker. The three-month campaign valued at \$17.2 million, will entail a series of road shows across Jamaica. "As part of consumer education, the campaign will seek to get consumers united behind the theme 'grow what we eat, eat what we grow'," explained Tufton.

The campaign is funded by the European Union and implemented by the Food and Agriculture Organisation of the United Nations.