



Government of the Republic of Trinidad and Tobago

Ministry of Trade and Industry

MEDIA RELEASE

CAD launches outreach exercise at local supermarkets

February 07, 2024: In continued efforts to educate and empower consumers about their rights and responsibilities, the Ministry of Trade and Industry's Consumer Affairs Division (CAD) has launched a new outreach campaign—"BeEducated, BeEmpowered"—at supermarket locations nationwide.

This latest exercise by the CAD aims to reach consumers where they shop, and provide useful, on-the-spot information and guidance for consumer redress and protection.

To date, Consumer Advocates from the Division have appeared at high-traffic supermarket locations in Aranguez, Chaguanas and Trincity and plans are underway for continued efforts at other branches and with other Supermarkets.

Camille MacIntyre, CAD's Director of Consumer Guidance and Protection, described the outreach exercise as one of many advocacy initiatives conducted by the CAD to help raise consumer awareness. She commended the supermarkets for their partnership.

"We all recognize the importance of educated and empowered consumers in the marketplace, since these consumers are expected to make better and more informed shopping choices," she said. "Supermarkets are major enterprises that engage directly with hundreds of consumers, sometimes at multiple branches every day. Their partnership for this exercise is a demonstration of their willingness to embrace their responsibility to consumers. We at the CAD are truly appreciative of their willingness to host us."

The CAD's mandate includes safeguarding the economic interests of consumers through consumer redress and protection, consumer education and empowerment and consumer research. As it continues this outreach exercise, the Division regularly posts updates on where its advocates will appear next on its Instagram and Facebook pages via the handle @consumeraffairstt.

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