

LuLu Group International Unveils 'Our Harvest Week' to Promote UAE-grown Agricultural Produce

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LuLu Group International, in partnership with the Ministry of Climate Change and Environment (MOCCAE), has launched 'Our Harvest Week: Proudly from UAE', a week-long event that promotes local, UAE-grown agricultural produce. The launch event, held at LuLu Hypermarket, Khalidiyah Mall, Abu Dhabi, drew the presence of His Excellency Dr Thani bin Ahmed Al Zeyoudi, UAE Minister of Climate Change and Environment.

'Our Harvest Week' is an MOCCAE initiative that aims to highlight the importance of locally grown produce, with a special focus on cutting-edge organic and biodynamic commodities.

Speaking at the inaugural event, His Excellency Dr Thani bin Ahmed Al Zeyoudi said: "Our Harvest Week is in line with the Ministry's strategy to achieve sustainability in all the important sectors that fall under its purview, most notably the agricultural sector. We are keen to support and encourage the efforts of Emirati farmers to develop the sector and cater to the requirements of the local market. The missing link in this endeavor was proper marketing of their produce, and this is where the Ministry has stepped in to help."

He added: "In line with the directives of the UAE's wise leadership, MOCCAE has joined hands with the private sector to market local agricultural products and provide the farmers with greater options to distribute their harvest. In addition to encouraging farmers to produce high-yielding, quality crops, efforts such as this one will also provide a more cost-effective proposition for consumers, while also significantly reducing our carbon footprint."

Dr Al Zeyoudi noted that the market share of local farm produce had increased exponentially in recent years, with sales exceeding AED35 million so far in 2018. This clearly testifies to the quality of local farm products and its ability to compete with imported produce in both the domestic and international markets."

LuLu Group International brings its customers a wide of range of food products, such as fruits and vegetables, meat, fish, dairy products, and also an entire range of organic produce. Speaking on the occasion, Yusuff Ali M.A., Chairman and Managing Director of LuLu Group International, said: "LuLu

has always been committed to supporting and promoting locally grown agricultural products. Through our stores, we do not only make freshly picked and caught produce accessible to the market, but also educate our customers on the high quality and organic selection freshly available from the farms.

“In fact, LuLu has been procuring and selling vegetables grown by Zayed Higher Organization, a humanitarian organization helping people of determination and special needs with livelihood programs for some years now. In addition, we offer in-store a wide range of food products under the LuLu brand that promotes locally produced commodities.”

With 157 stores operating worldwide, LuLu has continuously exerted its greatest efforts to providing and sustaining the supply of global products at the best rates. With the excellent combination of high-quality offerings and an organized logistics system, LuLu remains the preferred shopping destination in the UAE when it comes to a broader selection of international products.

In-store offers will be available from 24th to 28th December 2018 across LuLu Hypermarkets in the UAE.