



MEDIA RELEASE

CPL LAUNCHES ROOT FESTIVAL TO CELEBRATE FARMERS

SATURDAY 23 APRIL 2022 [City Pharmacy Limited GROUP (CPL GROUP)]: CPL GROUP LAUNCHES WEEK-LONG ACTIVITIES AND FESTIVITIES FOR FARMER SUPPLIERS

PNG's leading multi-format retailer, CPL Group through its supermarket brand, Stop & Shop, will be hosting its popular farmer appreciation week, called, the Root Festival.

"It's a sunny day and it lights our relationship with our fresh produce suppliers, in Farmers and rural communities is our Circle of Influence. This support has borne fruit with now over a 1,000 farmer-supplier base nationwide, and a consistent supply from soil to shelf.

We are proud as PNG's retail leaders rooted in a business model that builds partnerships," said Mr Navin Raju- CPL Group CEO.

The theme of the week-long feature is based on *Resilience* where farming families provide a strong supplier network for SNS stores, and urban customers to source their fresh fruit and vegetables.

The event will be hosted in the flagship SNS supermarket of Waigani Central and will include an Awards Ceremony, food displays, food sampling stations and live entertainment. The celebration will be from 23-30 of April.

"Mi save hamamas lo rausim olgeta kaikai lo garden blo mi na karim kam na mi stap wantaim CPL 5pla yiar nau [I literally uproot everything that grows in my garden].

Mipla hamamas lo ol kain kampani olsem CPL em i halivim mipla ol lain lo ples [We are grateful for CPL's support]," said Mrs Mary Poya, CPL farmer of 5years.

Mrs Poya grows and harvests an assortment of vegetables by the hundreds of kilograms that she brings weekly to SNS stores. Her family conduct a farmer cooperative managing garden stock from far flung areas of Central Province.

“Our foresight is guided by our vision of helping PNG to live healthier and better lives.

In this trying economic downturn, we are proud of our strong network of suppliers to work together to bring goods and services to market,” said Mr Raju.

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Caption: CPL Group Farmers at the recent Root Festival with their produce that supplies the leading retailer's supermarket brand, Stop-&-Shop.

About CPL GROUP

CPL Group is the leading retailer in Papua New Guinea and has been operating since 1987. This trusted brand has over the years evolved into the iconic local brands including: Stop & Shop supermarkets, Hardware Haus, Bon Café, Stop & Shop Express, Fresh Express, Real Rewards, Jacks of PNG and Prouds.

To learn more visit <http://www.cpl.com.pg/> call us at +675 325 5111 or email us on info@cpl.com.pg