

Call to support local products in 2011

2011 is expected to be the most trying year for Barbadians since the start of the world economic recession, and the head of at least one local manufacturing company is making a renewed call to “Buy Bajan” in order to protect local jobs and industry.

While addressing staff recently, **Akash Ragbir**, Manager of Banks Brewery made an earnest appeal for Barbadians to drum up more support in the coming year for locally manufactured products and reduce the excessive amounts of imports into the country.

“A big part of the reason that we find ourselves in this current situation as a nation is our heavy reliance on imports. We therefore have to let our family and friends know and understand that in these difficult economic times we have to support local manufacturers and local industries,” he said.

“It is no secret that we are all ambassadors for Barbados and everything Barbadian and I cannot stress enough the importance of how much we need to continue to represent and push the products that we make,” added Mr. Ragbir.

Speaking specifically on the beverage industry, the Brewery Manager noted that it is “unacceptable that foreign products enjoy such a high market share when compared to the high quality products which are locally produced by dedicated Barbadians such as those we have at Banks Brewery.

“The local manufacturing sector plays a critical role in sustaining employment levels and bringing in foreign exchange into Barbados through our exports. Imported Beers and Stouts coming in from St Lucia and Trinidad only help sustain employment in those islands and

very few Barbadians will ever be permitted to partake in their successes,” said Mr. Ragbir.

He added that visitors to the Brewery are constantly praising the local products, but as a nation Barbadians needed to demonstrate a higher level of patriotism towards their own products.



Picture Caption: Akash Ragbir, Brewery Manager