

BRANDING OF BELIZEAN PRODUCTS USING STANDARDS CERTIFICATION MARKS

Presently, we are at the stage of conducting a feasibility study for developing a Certification Mark for Belizean Agri-Foods & Manufacturing products. Dr. Timothy Williams, Advisor and Head of Special Advisory Services Division (SASD), COMSEC has notified that a consultant is in the process of being hired to conduct this feasibility study and should be on the grounds by end of year, 2009.

However, BELTRAIDE and BBS will embark in a public awareness campaign promoting the awareness of Certification Marks, its functions and benefits to both SMES and consumer of the Belizean market. This initiative will involve activities such as;

1. Presentation of BELTRAIDE & BBS on TV shows and radio shows promoting Certification Marks.
2. Conduct surveys to selected SMES in different points of the country, and
3. Produce an analysis of the information collected via the survey.

This public awareness campaign is scheduled to conclude in January 2010 and we are confident that the results of this campaign will complement the feasibility study to be conducted by expert of the Commonwealth Secretariat.