

With our employees on the frontline feeding the nation we find ourselves challenged by inconsistent communication and action from government officials. All our supermarkets which have been closed by officials have been reopened after clarifying rules of essential services.

The supermarket chain's actions are guided by the National Government's regulations relating to the lockdown and we do not object to labour department inspectors visiting our stores unannounced and intervening, however it is challenging with individuals making their own interpretations of regulations.

If we misunderstood, we will immediately correct our actions to adhere to the regulations and recommendations set out by the Government.

We are doing everything we can to enforce social distancing in stores, but at times our efforts come to nothing if our customers do not cooperate. Everybody has a responsibility in this regard.

It is a fact that there is a worldwide shortage of masks and in line with the guidelines from the Department of Health and the World Health Organisation's directive, our employees don't wear face masks. We are however in the process of rolling out personal protective equipment in the form of a plastic face shield to all staff, which, unlike regular face masks, the shields can be washed and sanitised regularly.

We have been called out for not using alcohol-based sanitizers but ones that contain ammonium, a surfactant and disinfectant which is also an ingredient in products such as antimicrobial soaps and skin antiseptics, and are as effective in killing the virus as alcohol. This is even more important in the face of alcohol raw material shortage for the production of disinfectant products.

We appeal that messages remain consistent and focused in order to minimise the confusion and fear stoked by misinformation and conflicting messages.

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*We have a facility on our [corporate website](#) through which editorial media enquiries can be sent to our media team or you can opt to receive our news first-hand. You are welcome to always make use of the web form located on our [Newsroom](#) to submit your media enquiry.*