GOVERNMENT OF THE VIRGIN ISLANDS

PRESS RELEASE

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Environmental Health Launches Food Safety Campaign

Release Date: 27 May, 2026



The Environmental Health Division has launched a public awareness campaign aimed at strengthening food safety practices across the Virgin Islands, reinforcing the message that food safety is everyone's responsibility.

The campaign, launched in advance of World Food Safety Day, will focus on safe food handling practices, sanitation standards, safe food preparation, storage requirements, and practical steps food businesses and the public can take to reduce the risk of foodborne illnesses.

Acting Chief Environmental Health Officer, Ms. Henrietta Alexander said that the initiative comes at an important time as the theme for World Food Safety Day 2026 is "From Burden to Solution – Safe Food Everywhere". Food establishments, vendors, and consumers are encouraged to take proactive steps to ensure that food stored, prepared, served and consumed is safe.

Ms. Alexander stated that the campaign also supports the Environmental Health Division's ongoing efforts to strengthen food safety systems across the Territory through education, awareness, and compliance with food hygiene standards. She noted that simple actions such as proper handwashing, maintaining clean food preparation areas, cooking foods to safe temperatures, and preventing cross contamination can significantly reduce the risk of foodborne illnesses

"Maintaining food safety standards is a shared responsibility that protects families, communities, and the wider public," Ms. Alexander said.

Throughout the campaign, the Environmental Health Division will share messages highlighting:

- Safe food handling and preparation practices
- Proper food storage and temperature control
- The importance of hygiene, sanitation and pest control in food businesses
- Food safety responsibilities of proprietors, food handlers, and consumers
- Food businesses' requirements and information related to inspections and compliance

The Ministry encourages the public to follow the campaign messages over the coming weeks and take simple, practical actions to help keep food safe at home, at work, and within the wider community.

The Ministry of Health and Social Development remains committed to protecting and promoting the health and social well-being of the people of the Virgin Islands through effective policies, sustainable programmes, and strategic partnerships that support a safe, healthy, and resilient society.

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