



བཟོ་གྲྭ་ཚོང་ལས་དང་ལྷ་གཡོག་ལྷན་ཁག།
དོ་འགྲན་དང་ཉོ་སྤྱོད་དབང་འཛིན།



COMPETITION & CONSUMER AFFAIRS AUTHORITY
MINISTRY OF INDUSTRY, COMMERCE & EMPLOYMENT
Thimphu: Bhutan

MOICE/CCAA/PublicNotice/06/2025/417

April 1, 2025

PUBLIC NOTICE

There are numerous allegations against Fresh Fruit & Vegetable (F&V) Retailers for selling imported chilies as locally grown chilies, thereby misleading consumers. Such false representations constitute a serious violation under Section 6 of the Consumer Protection Act (CPA) 2012.

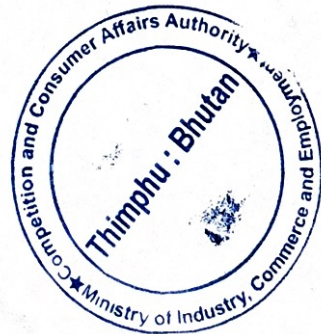
Violations of this nature may result in the following penalties:

- In the first instance, a fine equivalent to the value of the misrepresented goods;
- In the second instance, the possible cancellation of the retailer's business license; and
- If the person(s) barred from doing this business continues to do so, legal action may be taken.

F&V Retailers shall bear the burden of proving the authenticity of the origin of the goods they offer for sale. As such, all retailers are strongly advised to maintain verifiable documentation related to sourcing of produce, in anticipation of inspections by the Competition & Consumer Affairs Authority (CCAA).

For any questions or additional clarification, please contact the CCAA at 1214.

This notice is issued with the expectation of strict compliance by all F&V retailers.



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