



"De Formentera amb molt de gust" campaign to promote local products

The Formentera Office of Rural Environment has launched "From Formentera with loads of flavour" (*De Formentera amb molt de gust*), a push to elevate and encourage the sale of local products, celebrating and showcasing goods from Formentera's fields, sea and livestock farms, as well as other items which are processed on the island like

xeixa

flour,

sobrassada

sausage and wine.



To increase the campaign's visibility and ensure that residents and visitors can identify and appreciate locally sourced products, the *De Formentera amb molt de gust* slogan has been paired with illustrations of various local products and an attractive design to highlight the locations of growers and retailers.

The Formentera Office of Tourism has reissued and updated the Formentera Slow Food map of the island's growers and retailers which, available in Catalan, Spanish and English, indicates where made-on-Formentera goods are sold.



This campaign will additionally be publicised at Consell de Formentera notice boards and tourist information points, and retailers will distribute raffia bags and cardboard boxes emblazoned with *De Formentera amb molt de gust*. A total of 2,000 large 10-kg boxes (48cm x 32cm x 18cm), 4,000 smaller 5-kg boxes (39cm x 29cm x 14cm) and 3,000 raffia bags have been prepared. The Balearic Division of Food Sovereignty Policies has collaborated with the campaign to the tune of €5,000.

10 August 2022
Communications Office
Consell de Formentera