The Formentera Department of Trade has activated a campaign to support small businesses of the island authorised to continue operating during the state of emergency brought about by Covid-19.

Department chief Ana Juan said the aim was to both “spotlight these establishments and the importance of protecting Formentera’s community of traditional, local businesses” as well as “encouraging people to opt for locally-sourced products”.

Juan pointed out there are currently some thirty shopfronts open in Formentera’s main towns, and insisted the local government would keep supporting island businesses affected by the situation even after the state of alarm was called off.

Taking shape across social and other digital media under the banner ‘Formentera is staying home and buying local’, the campaign is part of a local small business-backing push by the Balearic Islands’ Institute for Business Innovation (IDI).

In-store safety and control measures

Safety and control measures in response to the health crisis remain just as crucial today as when they were first implemented. They include respecting strategies in place to limit customer entry in stores, maintaining physical distancing of between 1.5 and 2 metres, using gloves when handling fruit, vegetables and other package-free bulk items and refraining from leaning on shop counters.

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Department of Communications
Consell de Formentera