Commerce councillor Ana Juan and Pep Mayans, the chair of Eivissa and Formentera's small and medium-sized business association (PIMEF), were joined today by CiF Commerce department specialist Amalia Mora and PIMEF rep Lidia Álvarez for the unveiling of a joint push to stop unauthorised peddlers from hawking products on Formentera.

Councillor Juan held up an accompanying brochure designed “to build awareness around the risks of making off-the-books purchases”. Often the perils are health-related, and stem from the fact that “products aren't submitted to any sort of screening”. The councillor pledged the Consell de Formentera would always defend small businesses—“those who are hardest hit by unfair competition”.

Pep Mayans described the initiative as “tackling the problem through education”. PIMEF has also saluted efforts by law enforcement to combat such sales.

5,000 brochures

Printed in Catalan, Castilian Spanish, English and Italian and currently being distributed around one hundred local stores, lodgings and beaches, the tracts highlight the benefits of buying local and the drawbacks of buying from unlicensed sellers.

According to Amalia Mora, recent weeks have seen the Formentera local police report 97 cases on island beaches—most involved fruit, and a smaller portion involved clothing, accessories and costume jewellery.

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Communication department
Consell de Formentera