The Formentera Department of Trade reports that the island councils of Formentera, Mallorca and Menorca have simultaneously launched a series of videos in which the leads are agrarian tradespeople from the distinct islands. In the videos, the growers thank consumers who in recent months have opted, amid the confinement and de-escalation measures of the public health crisis, for locally grown fare.

The initiative sprang from meetings held during the state of emergency between representatives of local economy and trade departments, and is guided by a two-fold aim: afford visibility to the agricultural sectors that kept islanders supplied during the roughest weeks of confinement, and build loyalty by letting shoppers know their support are appreciated.

To that end, local growers were given a platform, and they used it to personally thank the individuals who buy their products. The videos show each farmer’s workspace and put faces to the workers who make locally grown produce possible.

Each island council oversees an array of initiatives and measures aimed at promoting local products and economic reactivation more broadly.

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