The Formentera Offices of Commerce and Interior, in collaboration with the local small and medium-sized business group (PIMEF), have reactivated a push to stop visitors and islanders from buying from illegal waterside vendors.

Ana Juan, president and councillor of commerce, stressed "the importance of raising awareness among tourists and residents of the harm that itinerant selling does to local commerce and consumers themselves, considering it violates health measures, is not subject to controls, and increases litter on our beaches and in our natural environment".

The Consell de Formentera has put out a leaflet picturing a woman on a local beach responding "NO" to vendors' offers of drinks, fruit and clothes. Bearing the slogan "Protect local commerce: say NO to itinerant vending!", the document, printed in Catalan, Spanish and English, includes the following text:

"The fruits, drinks, clothing and accessories and jewellery that vendors peddle on our beaches have not passed legally mandated food and quality controls. They also constitute unfair competition for Formentera's businesses.

To stop it, we need the cooperation of all potential buyers. Please say NO to itinerant vending!"

These leaflets will be available at offices of tourism, PIMEF and the Citizen Information Office (OAC). The campaign will also be disseminated on the social media pages of the Consell de Formentera and Formentera Office of Tourism.

Josep Marí, councillor of interior, explained, "Campaigns like this are about educating potential buyers. They are the ones who can put a definitive end to illegal selling on our beaches". Since the start of the season, Formentera Local Police have issued 134 citations for itinerant vending. In May, 13 were for food and beverages. Of 56 citations issued in June, 7 involved clothing sales and 49 involved food or drink sales. Of 65 issued so far this month, 12 were for clothing and 53 were for food or drinks. Itinerant vendors operate on the beaches of the nature reserve and Platja Migjorn.

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Communications Office
Consell de Formentera

