



The Office of Rural Affairs of the Consell de Formentera has put together a video for "From Formentera with Flavour" (*De Formentera amb molt de gust*), a campaign to elevate, encourage and promote local produce.

"The clip shows traditional vocations like fishing, agriculture and livestock rearing and production processes which tie into the campaign to showcase items produced on Formentera".

The aim is to cultivate visibility and recognition of products from the Formentera sea and countryside, as well as others which are processed locally, like *xeixa* flour, *sobrassada*, honey and wine.

Launched before the 2022 season, "De Formentera amb molt de gust" combines illustrations of various local products with an attractive design that distinguishes growers, producers and distributors' points of sale so that both residents and visitors can recognise and value locally-sourced fare on Formentera.

The new push has now been activated in the run-up to summer 2023. The Office of Tourism will additionally publicise the campaign among visitors.

Additionally available on the office's website is Formentera Slow Food map, which highlights points of sale of growers, producers and distributors of made-on-Formentera products.

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*Office of Communication*

*Consell de Formentera*

