

Formentera's deputy vice-president and councillor of trade, Ana Juan, met with the chairman and director of the small- and medium-sized business association of Formentera (Pimef), Josep Mayans and Lidia Álvarez, to unveil the brand-new Compra a Casa website, www.compraacasa.com .

Juan called the website "a tool that, in just one click, brings island businesses closer to local shoppers". "Buying local doesn't just put islanders to work; it raises the profile of locally-crafted wares and homegrown produce too. When we talk about sustainability we're also talking about patronising Formentera businesses as a way to promote these products", said Juan, who pointed out the new portal grew out of a project called Joves Qualificats—"Qualified Youth"—involving Alba Portas and Maria Antònia Martorell. The first deputy vice-president applauded the two young women for their efforts.

With Compra a Casa shoppers can see businesses on a map or narrow them down based on characteristics such as location. Each establishment has a profile where shoppers can view details like star products and sales in both Catalan and Spanish.

Touting the success of Compra a Casa's loyalty programme, the Pimef chairman pointed to a membership roll of nearly 2,500. "That's all quarter of all islanders," Mayans said. "We're talking about high customer loyalty." Thirty local businesses currently take part in Compra a Casa and, according to Mayans, "with the new website, there's never been a better time for new businesses to join".

Ms Álvarez gave a presentation on how the portal works, pointing out shoppers can request their Compra a Casa loyalty card online, where they can also do an array of other things, like track card status, review purchases and learn about discounts.

This winter, buy local

Juan, Mayans and Álvarez also pointed up Compra a Casa's newest buy-local push, designed to reward islanders for shopping in winter. During the last week of every month until March,

purchases at participating businesses of at least €15 will automatically enter shoppers into a drawing for a €50 gift-card. The February drawing will happen the first week in March; the March drawing, the first week in April.

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