

Meeting with Farmers, a group of eleven other cooperatives that are based in the Balearics, the chairman of Formentera's agrarian cooperative unveiled a stand dedicated to selling products from the region at the local farmers' market (Mercat Pagès).

Carlos Marí, who directs the local Cooperativa del Camp, pointed out that products made on all four Balearic Islands will be available for purchase at the stand, “not to mention Formentera products like wines, gin, *peix sec* and olive oil”. The selection can also be found at points of sale across the Balearics, and on in Madrid.

Tolo Mercadel, who heads Farmers' sales and expansion arm, traced the birthplace of the two-year-old initiative to Menorca, and said that with Formentera included, all four islands are contributing products. Mercadel indicated Farmers' plans to push forward with their business model, which he stressed was about putting quality first. “We're hoping to get the buy-in of shoppers who back our moral cause”, he added.

The event was also attended by Cooperativa del Camp chairman Jaume Escandell and two Consell de Formentera officials, commerce councillor Ana Juan and primary sector councillor Josep Marí, who said they support the initiative. Marí said the project "is about showcasing locally-made products" and would be "an important addition to the fresh fruit that's already sold at the *mercat*". The Mercat Pagès opens Monday to Saturday from 9.30am to 2.00pm until October.

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