



Buy Slovenian

Slovenian food companies will launch a campaign encouraging consumers to buy Slovenian-made food products. It stimulates people to choose such products whenever they can, while not urging them to avoid foreign-made products. Slovenian food companies employ 17,000 workers and generate 3% of gross domestic product. The campaign will run in several phases. At first stage, the organisers have secured EUR 100,000 for brochures, ads, radio or television call-in programmes and posters.