

# "INSISTING ON LIFE" IS OUR MOTTO



West Bank farmer  
Mahmoud Issa and his  
daughter, Eman

Since 2005, Canaan has consistently supplied major international customers including Whole Foods, Dr. Bronner's Magic Soaps and Sainsbury.

Our artisan farmers produce 1000 metric tons of certified organic olive oil, processed in our cutting edge Italian-made olive press.

Since starting Canaan, the price our olive farmers are earning for their harvest has more than doubled. Canaan also supplies thousands of tree seedlings to growers each year.

Canaan gives 10 university scholarships to children of farmers each year. Our micro-loan program also supports women-owned co-operatives.

Canaan Fair Trade has reinvigorated olive farming in our homeland of Palestine from a losing practice to a profitable economic activity, creating an opportunity for growers to earn a living, invest in their farms, and provide a future for their children.

**From olive oils to za'atar (thyme), our traditional delicacies are highly prized by food lovers around the world**



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# FROM OUR FIELDS TO YOUR TABLE

Canaan staff prepare to collect olive oil from growers at our state-of-the-art processing facility near Jenin, Palestine



## PALESTINE IS CALLED 'THE LAND OF MILK AND HONEY' FOR A REASON

For generations, our farms have given us some of the most delicately flavorful olives, almonds, tomatoes and other treasures of the earth. In the tradition of Palestinian hospitality and in the spirit of fair trade, we invite you to experience these pleasures.



### NABALI TREE OLIVE OIL

Delicate and attractive, oils from the native Nabali tree provide a fruity flavor and a peppery finish. Available in bottles and 1 liter tins.



### RUMI TREE OLIVE OIL

Oils from the Rumi tree have a complex, sweet aroma, herbaceous tones and a buttery finish. The Rumi tree has been cultivated in Palestine since the Roman era. Available in bottles and 1 liter tins.



### ESTATE BLEND & INFUSED OLIVE OILS

Our estate olive oil is produced from the ancient olive trees of 'Bayaada'— some as old as one thousand years. Bayaada olives are processed in small batches on the same day they are picked at our state-of-the-art pressing facility in the village of Burqin. Available in 375ml bottles.

Our infused olive oils are flavored with a subtle hint of spice—from chilli peppers to garlic to mixed peppers. Available in 250ml bottles.



### OLIVES & TAPENADE

Our organic, Fair Trade Nabali tree olives are available as green olives, pickled according to Palestinian tradition with water and Dead Sea salt, or as black, tree-ripened olives, preserved with Dead Sea salt and smothered with our own organic Fair Trade olive oil. Our unique tapenade blends Nabali green olives with capers (both blossoms and fruit), olive oil and spices.



### DRIED GOODS

From couscous to almonds to za'atar (thyme), our dried goods bring the signature flavors of Palestine to your kitchen. Ingredients are grown by our Fair Trade farmers, and processed by women-owned co-operatives.



### TAHINI, HONEY, & SUN-DRIED TOMATOES

Our tahini pressed from naturally sun-dried sesame seeds grown by our farmers, our wildflower honey from bees that forage the hills of the West Bank, and our organic sun-dried tomatoes are all delicacies have been internationally prized for centuries.



### OLIVE OIL SOAP

Crafted from over 72% Fair Trade organic oils, including our own olive oil and exotic Sri Lankan coconut oil, our soaps are cut by hand—following a tradition passed down since the 7th Century.

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