

CANAAN COMMUNITY



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October is Fair Trade Month

October is World Fair Trade Month, a time to confirm your support for socially responsible purchasing. Fair trade means fair and equitable partnerships between producers and their customers all over the world. Fair trade pays the farmer a living wage, reinvests in the community, supports sustainable farming and healthy working conditions and encourages cooperative relationships. All of Canaan's products are certified fair trade.

The Palestine Fair Trade Association (PFTA) is a national union of fair trade producing co-ops which farm using the traditional and naturally organic methods of Palestine. Canaan Fair Trade is a marketing member of PFTA, linking small Palestinian farmers to international markets.

Canaan guarantees a minimum fair price to farmers and producers even when market prices

Gift Basket – from our fields to your table

Palestinian foods are coming! The gift basket is a Qirtalla, a traditional hand woven basket made of olive twigs, filled with Canaan's certified organic and certified fair trade products: olive oil, green olives, black olives, tahini, sun-dried tomatoes, almonds, couscous, and Za'atar.

Qirtalla making is an ancient tradition in Palestine that persists in a few villages in the Ramallah and Jerusalem areas. The crafters are olive growers. They use the annual olive tree pruning and

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are low. In addition, Canaan pays farmers a 10% Fair Trade premium and 10% Organic premium above market price. Canaan returns 1% of purchases to the producing co-ops and 1% to PFTA for educational programs. Canaan uses locally available materials for bottling and packaging to create more Palestinian job opportunities.

Currently there are 43 olive oil producing co-ops with 1,700 farmers. You will meet some of these farmers on the pages of our Canaan community newsletter in future months.

sometimes a few rods of Sarris, a bush that grows in olive orchards and adds a streak of green color to the basket. They weave the twigs into baskets of great strength and beauty. Qirtalla making is also a certified Fair Trade activity.

We will have a very limited supply coming in late November. Please don't miss out! Place your order now, or email CFTsales@gmail.com and get on the list to be notified when they arrive. We will bill and ship your Qirtalla immediately.

Labne, Olive oil and Za'atar

How are you going to use the Za'atar from your food basket? You can always serve bread, with small dishes of olive oil and Za'atar to dip the bread in. A favorite everywhere is yogurt cream cheese sprinkled with olive oil and Za'atar, eaten with bread. You can be sure the plate will be wiped clean within minutes, so always be sure to have some back-up for seconds.

Take some fresh yogurt – you do make your own yogurt, don't you? (Okay, yogurt recipe follows.) Place a large coffee filter in a drip funnel over a big mug and pour plain yogurt in. Let drip, refrigerated, overnight. Add salt to taste, spread the labne on a plate with the back of a spoon, and sprinkle on olive oil and Za'atar.



Every Palestinian child knows if they eat Za'atar for breakfast, they will be smart all day. Their mothers told them so.

Making yogurt (what your mother should have told you)

In every Palestinian house, yogurt making is a regular activity. It is extremely easy to make, and it feels miraculous when it succeeds (it always does if you follow the simple instructions). Once you taste fresh yogurt, you will never be satisfied with anything else again.

You don't need any special equipment to make yogurt. I use a large glass bowl, a plate to cover it, and a wool shawl. You need a tablespoon of yogurt as a starter (*plain* commercial yogurt is fine the first time) to each 2½ cups of milk.

Bring the milk to boil in a saucepan. When the froth rises, lower the heat to simmer for two minutes. Then take the pan off the heat and let the milk cool until you can just dip your finger in and count to 10. If the milk is much cooler or hotter than this, the yogurt could fail.

Beat the starter in the bowl until liquid. Add the hot milk slowly, beating well until mixed. Cover the bowl with the plate, wrap in the wool shawl, and leave it undisturbed in a warm place with no drafts (like a microwave) for 8 hours or overnight. It should be ready then, about the consistency of custard. Refrigerate. You can eat it or use it as any yogurt, or make labne.

If you would like a sheet of additional hints developed over 30 years of making yogurt, write the editor at CFTsales@gmail.com.

Cool the milk to between 106 and 109 degrees F. Or do it the easy way, and dip your finger in for a quick count to 10.

Social and Economic Empowerment!

Your Canaan Fair Trade purchase supports these empowerment projects in Palestine:

Trees for Life – a project to plant thousands of olive trees in Palestine. This project helps offset the enormous destruction of trees by the Israeli army, Israeli settlers, and the Israeli segregation wall in Palestine and helps keep Palestinians on their land. Trees for Life provides individual Palestinian farmers with 25 to 50 new olive tree seedlings (3 years old) to plant and nurture in order to renew their decimated groves. Priority is given to small farmers, farmers that have lost trees to the Israeli destruction, women who own land and are interested in farming, and young farmers. Last year, 15,000 trees were planted. For every tin of olive oil sold, one dollar goes to Trees for Life.



*Your purchase supports
Trees for Life*

Canaan Scholarship Fund – Enabling Students
Access to education is a major concern in Palestine. Some 20,000 students have been affected by the construction of the Israeli “Wall.” Palestinian schools have been closed for months at a time. An estimated 64% percent of people in the West Bank live below the poverty line. Canaan Fair Trade is committed to increasing access to higher education especially for Palestinian farm and refugee communities. This year 10 university scholarships were awarded to high school graduates. Priority was given to students whose parents never attended university. Students attend the university and degree program of their choice. Scholarships cover the cost of tuition for four years of study. For every tin of olive oil sold, one dollar goes to Canaan Scholarships. See the 2007 scholarship recipients on our website, www.canaanfairtrade.com.

We will have profiles and updates on our farmers, scholarship recipients and women’s cooperatives in future issues of Canaan community.

If you would prefer not to receive occasional updates from Canaan Fair Trade, email us at CFTsales@gmail.com to be taken off the list.

