

CANAAN COMMUNITY



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Year 2007 in review

The year just ended was a phenomenal year in the short history of Canaan Fair Trade. By international standards, we have exceeded where we thought to be just 4 years after our founding. Canaan Fair Trade, the primary export company marketing the agricultural products produced by the Palestine Fair Trade Association cooperatives, has become the largest exporter of olive oil in Palestine. We sold almost \$1.8 million dollars of organic, fair trade olive oil worldwide in 2007.

We have 800 certified fair trade farmers. 650 farmers are certified organic, and an additional 100 farmer and woman collectives involved in wild collection; and couscous, za'atar, sun-dried tomatoes and soap making activities. On average, about 3 families share an olive orchard. This means 2500 families are benefiting from fair trade every day.

Organic certification is a 1-3 year process for the US and Europe. We are adding 200 farmers a year to the certified group. Total farmer participation is 1700 farmers. In addition, jobs are created at the bottling plant in Bergin-Jenin, printing the labels and making the shipping cartons in Nablus, and driving trucks to pick up the oil at the farms.

There are 27,000 dunams (2700 hectares, about 6672 acres) of certified organic olive orchards in Palestine under the Canaan-PFTA organic program. That is more than any other neighboring country, including Israel, and all these states have governments behind them.

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Canaan pays farmers a 10% premium for organic and a 10% premium for fair trade, in addition to guaranteeing a living wage for workers. The effect this has on the market is striking: In 2004, the price of olive oil was 7-9 NIS per Kilo (about \$1.50 to \$2). Canaan paid 15 NIS per kilo then. In 2005, 1700 farmers signed up to be PFTA members. The market price went up to 14 NIS in 2006 and Canaan paid 20 NIS per Kilo. The price for the 2007 harvest is 22 NIS per kilo.

Trees for Life, a program started in 2005 with our partner Zatoun-Canada, planted 3600 olive trees in 2006. In 2007, 12,200 trees were planted.

In 2007, our first year of the Canaan Scholarships program, 10 full four-year scholarships were awarded to deserving students from farm or refugee families. These students work as interns in the PFTA during the summers, developing leadership skills that will bring lasting benefit to their communities.

At a time when most feel despair in the face of so much destruction of lives, trees, and lands by the occupation, fair trade is active in supporting Palestinians and is replanting trees, lives, and hopes. Thank you for all you do to support organic, fair trade products and Palestine.

Canaan recipe of the month

Hummus bi Tahini

Hummus is chickpeas (garbanzo beans). Tahini is a paste made from sesame meal and is popular in all Eastern Mediterranean countries, including Palestine. This much loved tahini salad is well known outside of the Middle East. It can be eaten any meal of the day, it's rich earthy character blends well with shish kebab and meat, and it is an excellent appetizer served as a dip with Arabic bread.

1 cup chickpeas
½ cup tahini
2-3 lemons, juice
2-3 cloves garlic, minced
salt

2 Tbsp olive oil
1 tsp paprika or cumin
1Tbsp chopped parsley



What will you make with the Tahini in your gift basket?

Drain the chickpeas and set aside a few whole ones for garnish. Blend the chickpeas, tahini, lemon juice and garlic to a soft paste. It should be easy to spread. Taste and adjust with more lemon juice, garlic or salt if necessary.

Serve on a round plate, spreading the paste with a groove in the center to hold the oil. Add the reserved chickpeas in the middle, and sprinkle the whole with chopped parsley and paprika or cumin. Finally, pour olive oil on the surface. Hummus is best served at room temperature.

Canaan on NPR in January

A crew from NPR's Marketplace, public radio's daily business show, will be in Palestine this month recording a story on The Palestine Fair Trade Association.

NPR's Marketplace, hosted by Bob Moon, reaches an audience of 6 million every day in America. The show should air in late January. We will send an announcement to the mailing list when it is scheduled.

If you do not wish to receive occasional updates from Canaan Fair Trade please email CFTsales@gmail.com and we will take you off the list. Back issues can be found on our website, www.canaanfairtrade.com

AFSC Inspiration of Hope Award

Palestine Fair Trade Association Chair Nasser Abufarha was presented an "Inspiration of Hope Award" by the American Friends Service Committee (AFSC) at a banquet in Chicago in December 2007.

The award recognized the "visionary work for peace with justice in Palestine/Israel" by the PFTA.

