

CANAAN COMMUNITY

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NOTES FROM THE LAND OF MILK AND HONEY

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Canaan breaks ground for new facility in Palestine

Canaan Fair Trade broke ground on our new state-of-the-art olive oil processing and bottling facility in the village of Burqin near Jenin in the northern West Bank of Palestine on April 12.

The new Canaan facility will be a 32,000 SF building including 5400 SF of underground olive oil storage, on 5 acres nestled in olive country. The project will utilize the latest technology in the industry and be sized to accommodate large scale production. This \$2 million dollar project is the largest investment in Fair Trade in the region. The project is partially financed by the UK based ethical investment group Shared Interest Society.

Canaan director Nasser Abufarha states, "Canaan has assembled the best of the best in industrial engineering, olive oil processing, and in fixtures and furniture to produce a masterpiece of a site that will become a destination in Palestine."

"The designers made emphasis to give the site a social life in addition to its industrial function. The site will include a product showroom and all processing points will be part of an ongoing exhibit open year round to local and international visitors."

From Palestine: Canaan contracted with three engineering firms to work collectively on the various aspects of the project design. Two building contracting firms from Jenin will do the building and finishing.

From Italy: Canaan partnered with Alfa Laval, the top brand in olive processing technology worldwide, to provide the olive milling solution. Canaan also

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contracted with Albrigis, the premier maker of stainless steel storage tanks for the wine and olive oil industry in Italy. This will provide the most advanced care of the olives during and after processing. Storage tanks will be underground to keep cool while minimizing energy consumption. Combined with the special attention given to the olives in the field by Canaan farmers, this plant will product legendary olive oil from the land where olive oil first began.

From Turkey: Canaan contracted with Cift Kartal, with over 40 years experience in the milling industry, to provide a stone flour mill, bourghul processing plant, and a spice and herb mill. Cift Kartal emphasizes traditional methods and quality precision. The plant will prep raw materials for hand finishing for products processed by our women cooperatives, such as Couscous and Za'atar.

From Indonesia: Canaan partnered with Tropical Salvage, a fair trade group that manufacturers furniture using ancient buried wood, helping to save tropical forests from the logging industry. Tropical Salvage will provide complete custom made furniture for Canaan's showroom, meeting rooms and break rooms, and the offices of Canaan Fair Trade.

Canaan is working on an accelerated schedule with the goal of having the main components of the project in place by November 2008 for the olive harvest.

The full press release is available as a link from our website, www.canaanfairtrade.com, under Contact Us.

Canaan Recipe of the Month – Palestinian Coffee

Coffee drinking is a very important activity in the Middle East. Men spend hours during the long summer nights sitting in cafes, sipping coffees while they sharpen their wits entertaining each other, telling jokes or tales of Nasrudin, setting riddles, and playing backgammon.

Business and bargaining are never done without coffee. At home it is served as soon as visitors arrive, always freshly brewed. Coffee cups are very small, usually cylindrical, sometimes with no handles, and sometimes fitting into small metal holders that match the serving tray. The tray is usually beautifully ornamented, with traditional patterns and Arabic writing.

Sugar is boiled at the same time as the coffee, and guests are always asked their preference – sweet (helou or sukkar ziada), medium (mazbout) or unsweetened (murra).

Claudia Roden, *A Book of Middle Eastern Food*

Mulla Nasrudin stories have been passed down for centuries in the Middle East. He is sometimes wise, sometimes foolish, and sometimes both. Here is a food story: Nasrudin gave his wife some meat to cook for guests. When the meal arrived, there was no meat. She had eaten it. "The cat ate it. All three pounds of it" she said. Nasrudin put the cat on the scales. It weighed three pounds. "If this is the cat, then where is the meat.? If on the other hand this is the meat, where's the cat?"

Palestinian Coffee making is special. Here is one method: Use half dark roast and half light roast, a generous spicing of cardamom and when prepared bring it to boil three times and then let it settle for three minutes before serving. The grounds will settle to the bottom of the cup –don't stir or drink them. Serve it helou, mazbout or murra style.

World Fair Trade Day is May 10

Canaan Fair Trade is a proud sponsor of World Fair Trade Day (WFTD) with two national partners –Fair Trade Resource Network, the national coordinator for WFTD activities, and Fair Trade Towns. WFTD is an international celebration of Fair Trade. This year, the theme is “Fair Trade: For the Planet. For the People.” Fair trade not only values the people who make our products, but helps us reduce our environmental footprint.

Join the World's Largest Coffee Break – Fair Trade Style on May 10th and enjoy a cup of Fair Trade coffee together with thousands of others across North America. Or host a Fair Trade Break using the products and ideas on www.ftrn.org. And check out our Canaan website. For WFTD and through the month of May, we have a special price on our gift basket – just add bread and you've got yourself a fair trade party! Add a stew and you've got a FT dinner!

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

