

CANAAN COMMUNITY

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NOTES FROM THE LAND OF MILK AND HONEY

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Canaan exhibits at major trade shows with new certification

Canaan exhibited at BioFach, the largest organic trade show in the world, in February in Germany. We introduced our new products first at BioFach, and then in March at the Natural Products Expo West in Anaheim, California, the largest natural and organic trade show in North America. Our new organic olive oil bulk soap was a big hit. "I called home and told them I found the item of the show!" (buyer, New Hampshire). "We are more excited about Canaan than anything else at the show!" (buyer, Arizona). Organic olive oil soap will be available in the U.S. in late Spring.

Consumers in the Seattle area kicked off the first of five 2009 Green Festivals across the country by buying up every bottle of Canaan Fair Trade olive oil at the show. Canaan was represented at the show and in a speech by our partner the Rachel Corrie Foundation.

Canaan olive oil and olives are newly certified and licensed by the Fairtrade Labelling Organizations International (FLO) in Europe (TransFair USA here). In addition, all Canaan products are certified fair trade by the Institute for Marketecology (IMO) of Switzerland. Our olive oil and olives, and a growing number of our products are certified organic by IMO and carry the USDA Organic logo. Look for the logos on our products!



Canaan Director Nasser Abufarha and US Sales Coordinator Diane Adkin work the Natural Products Expo in Anaheim, CA in March. Photo taken by Joan Brair, CFT volunteer.

Canaan Director to speak at Sustainability conference

Canaan Director Nasser Abufarha has been invited to speak at the Sustainable Foods Summit in Amsterdam in June. The summit will focus on industry best-practices. Canaan will be featured as a case study of a company that has successfully and legitimately met the ethical and environmental challenges with independent third party certification. This is a major accomplishment for our young company.

The summit will bring together some of the most influential and key organizations involved in sustainability in the European food industry. With sustainability closely linked to environment and social issues, Dr. Abufarha has been asked to speak on sustainability in a war torn region. He will highlight how investment in organic and fair trade projects has improved the lives of Palestinians in the West Bank.



Photo by Amanda Nunn.

Canaan Recipe of the Month – Salata Tazah

This is a wonderful tomato salad from Canaan customer Samir Naser of Portland, Oregon, owner of Indigo Traders, from his Palestinian cooking class. (See last month's newsletter for another Palestinian recipe from Samir.) This salad is served often in Palestine.

Traditional Salad

4 medium tomatoes, diced
1 red onion, diced or slivered
3 Persian cucumbers, diced
½ cup pomegranate seeds (optional)
¼ cup lemon juice
¼ cup olive oil
chopped parsley for garnish
salt to taste
sumac

Combine all ingredients in mixing bowl. Garnish with parsley and sumac. Serve immediately.

You can add additional parsley. If serving meat, you might add a diced jalapeno pepper. For a dinner salad, you can try crumpled feta cheese.

This salad is a favorite and a variation is always served with *m'jaddara*, lentils with rice. It is a refreshing partner with barbecued meats, grilled chicken or *kiftah*, and with *falafel* in an Arabic bread sandwich.



Photo by Joy Ellison

To make a light meal out of Salata Tazah, make a tahini dressing:

¾ cup Tahini
2 garlic cloves
juice of two lemons (about ½ cup)
1 ½ tsp. Salt
½ tsp. Pepper

Mix salad thoroughly, sprinkle with olive oil, serve immediately.

Fair Harvest Tour update

Do you dream of picking the olives that make your olive oil? You can do it. The PFTA/Global Exchange Fair Harvest Tour is October 30 to November 9, 2009. The weather is beautiful in Palestine this time of year, and extra hands are always welcome during the olive harvest. You will see ancient Roman ruins and Stone Age presses, and taste fresh olive oil from the new state-of-the-art olive press at Canaan headquarters in Burqin. Details and registration please go to:

<http://www.globalexchange.org/tours/964.html>

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Lunch in the field...can you picture yourself here?