

# CANAAN COMMUNITY

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NOTES FROM THE LAND OF MILK AND HONEY

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## Palestinian foods are coming!

By popular demand, these fair trade foods will be in stock in our organic warehouse in Washington state starting in April: olives, couscous and Za'atar.

Our olives come from the native Nabali tree of Palestine. Our **Green Olives** are pickled according to Palestinian tradition with water, olive oil, Dead Sea salt, and lemon juice, all from our fair trade and organic farmer's orchards. Our organic **Tree Ripened Olives** are left to ripen on the trees until December, then dried and smothered with Dead Sea salt and our olive oil.

Our sun dried **Couscous** is made from organic wheat. A portion of the wheat is boiled, sun-dried and cracked into bourghul, then hand-rolled in freshly ground whole wheat flour, steamed and sun-dried by our women-owned cooperatives, which extend opportunities to Palestinian women as well as farmers.

## Ethical Consumer magazine interviews Canaan Fair Trade

The magazine Ethical Consumer interviewed Canaan Director and Palestine Fair Trade Association founder Nasser Abufarha in their March/April 2008 edition. "Our social goals are to enable Palestinian small farmers to sustain their livelihoods on their lands. We want to restore farming as a feasible activity and one that can support families, while at the same time working in an environmentally sustainable way," he says.

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Our organic **Za'atar** contains only natural, traditional ingredients. Wild growing thyme is hand collected by our women cooperatives in the Jamma'in mountains south of Nablus and Sanour mountain near Jenin. Organic wild collection ensures the sustainability of the plant in its natural environment. Dry wild thyme leaves are ground and combined with locally grown roasted organic sesame seeds, sumac berry powder, and a touch of Dead Sea salt.

Our organic, fair trade Za'atar will be good for two years. It can be frozen for long-term storage or refrigerated to keep its fresh flavor and color. An easy and favorite way to serve Za'atar is in our olive oil as a dip or drizzle. Bread, olive oil and Za'atar are the daily breakfast across Palestine. (more on page 2)

"We also, through fair trade products, try to present an alternative image of Palestine and Palestinians in the outside world. This image emphasizes productivity and excellence. It presents Palestinian perseverance and insistence on living, as individuals, communities, and a people in the midst of conflict."

*The full article is available as a link from our website, [www.canaanfairtrade.com](http://www.canaanfairtrade.com), under Contact Us.*

## Canaan Recipe of the Month – Date Cakes (Ka'k b'ajweh)

Date cakes are usually shaped like rings and symbolize the crown of thorns put on the head of Jesus at his crucifixion. They are traditionally prepared for Easter by Christian Palestinians, and year round for Muslim festivals, when they are called Eid ka'k. Neighbors often get together to share in the preparation and socialize. Even women with large families who are working have not renounced this tradition and will organize their evenings around this task.

1 lb 2 oz flour  
7 oz butter  
½ cup sesame oil  
½ Tb active yeast  
4 Tb sugar  
1 ½ Tb orange blossom essence  
5 oz thick date paste  
cinnamon for date paste (optional)

Make the dough the day before: melt the butter and work into the flour, add the sesame oil and mix thoroughly until all fat is absorbed. Leave to rest covered for a few hours or overnight.

### Palestinian food details

Canaan Fair Trade is committed to sustainable farming practices. We work directly with rural communities in Palestine to bring their traditional products to the international community. We guarantee fair prices to farmers and we reinvest a portion of our profits in development projects that serve farming communities. We promise outstanding artisan quality to our customers.

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*When offered pastries, you must first refuse a few times. Your host will continue to offer, and then you may accept.*

When preparing the cakes, add the yeast, dissolved in 3 Tb of water, and sugar and essence, and knead the dough, adding warm water a little at a time until the mixture is soft and smooth. Let rest for two hours.

Knead the date paste and shape into ropes. Spread a small ball of dough into an oblong flat strip, add small portion of date paste, and wrap with dough. Shape the cake into a ring and pinch grooves into the surface. Place on an ungreased baking sheet and let rest one hour. Bake at 375 F for 25–30 minutes. Makes about 15 cakes.

All foods will be available in case packs of 12:

Nabali Green Olives, 250g jar  
Tree Ripened Olives, 350g jar  
Sun-dried Couscous, 250g poly bag  
Sun-dried Couscous, 500g poly bag  
Za'atar wild collection, 70g glass Jar, Shaker top  
Za'atar wild collection, 150g poly bag  
Za'atar wild collection, 500g poly bag

