

CANAAN COMMUNITY

NOTES FROM THE LAND OF MILK AND HONEY

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Global Exchange founder to lead fair olive harvest tour

When Kirsten Moller, Co-Founder and Executive Director of Global Exchange, learned of the joint GX/PFTA fair olive harvest tour this fall, she was so intrigued and excited, she decided to lead it! This is a incredible one-time opportunity to join a renown activist with 20 years of fair trade experience on a trip that combines current realities with time to enjoy beautiful Palestine in places far from the areas normally accessible to visitors. Do come! Palestinian society is historically inclusive; you could not come to a more welcoming place.

The annual olive harvest is the center of Palestinian culture. It is a joyful family affair. Kids get off school, adults take off from their day jobs and go to their family's village to help with the harvest. The fresh olive oil goes back with them in recycled 2 liter pop bottles. All Palestinians are part of an ancient line of farmers. Even if they have professional jobs, their life in the fall revolves around ripe olives. Out come the tarps and ladders, tractors, donkeys and pickup trucks, and the harvest begins. You will pick olives with farm families and celebrate the harvest at a traditional festival with over 2000 people.

We will also visit historic Nablus and Jenin, see Roman ruins in olive country, meet with peace groups in Jerusalem, Bethlehem, Ramallah and the Negev on human rights issues, and see the positive effects of fair trade on the economic lives of the Palestinians. For itinerary and details, see www.globalexchange.org/tours/964.html

Canaan in the news

Canaan Director Nasser Abufarha will speak before some of the most influential organizations in the organic, fair trade and sustainable food industries at the Sustainable Foods Summit in Amsterdam on June 25-27. See sidebar, and www.sustainablefoodssummit.com.

Canaan has been invited to participate in the fair trade exhibit of the Food Expo in Hong Kong in August 2009.

Canaan's olive oil is now sold across the U.S. in all 270 Whole Foods Markets under our partner Alter Eco's brand and packaging, labeled Mild and Robust (Nabali and Rumi).

We are the first and still the only independent third-party certified fair trade olive oil in the world. All of Canaan's organic and fair trade certifications are available on our website, www.canaanfairtrade.com.



As in Talia's modern Mickey Mouse sweater and ancient headdress from southern Palestine, the history meets the present on our Fair Olive Harvest Tour. The traditions of Palestine continue with the best in modern technology and taste at Canaan's new facility in Burqin.

Organised by:

Organic Monitor

Key speakers include:

Sponsor:

Canaan Recipe of the Month – Shorbat hummus wa ful

This is a wonderful Palestinian soup – thick, colorful, and filling. Serves 6–8. In Palestine, soups are often a meal in themselves, accompanied by Arabic bread.

Chickpea and Fava Bean Soup

1 cup fava beans, rinsed and soaked overnight
4 Tablespoons olive oil
2 onions, chopped
2 cloves garlic, minced
1 large (28 ounce) can tomatoes, chopped, and juice
¼ cup cilantro, minced
pinch of cayenne pepper
8 cups water
1 can (19 ounce) chickpeas
2 potatoes, diced
1 ½ teaspoons oregano
salt and pepper to taste

Rinse the fava beans and leave to soak overnight. (You can use canned beans and skip the soaking and the 2 hours of simmer.) Heat oil in large pot, saute onions and garlic until soft. Add tomatoes, cilantro, and cayenne pepper. Cook down for 10 minutes. Add water and tomato juice, bring to boil, add fava beans. Reduce heat and simmer for 2 hours (if using dried beans). Add the chickpeas and potatoes, re-boil then simmer for 30 minutes. Add oregano (rub it between your palms into the soup), and season to taste. Ladle into bowls and serve immediately.

Hungry after reading all this? Order our organic, extra virgin olive oil and other fair trade Palestinian delicacies at www.canaanfairtrade.com



Photo by John Machielson

Rens van den Bulck has breakfast with the Mahmoud Sbeh family in the courtyard of their home in Kufor Ra'i, prior to a day picking olives in the family orchards last November.

This vegetarian soup was tested by Canaan supporter Michel Jansen of the SmallestSoupFactory in the Netherlands.

Michael also organized the menu and cooking at the *Zet Palestina op de kaart!* (Put Palestine on the map/menu), a Palestinian dinner conceived by Canaan customer Rens van den Bulck. *Op de kaart!* was hosted by De culinaire werkplaats in the Netherlands on February 16, for 45 cooks, writers, politicians and others involved in fair trade, or organic and slow food. See the [video](#) on our website under Media and Press.

Canaan at your fair or festival!

Consider selling Canaan Fair Trade organic extra virgin olive oil as a fundraiser at your conference, street fair or festival. It's easy for your group to buy, easy to handle and easy to sell.

We will work with organizations and volunteer groups so you can make money for your project and have fun at your event besides. We have flyers you can print to tell the fair trade story and the positive impact it has on lives in Palestine.

We also have the taste of Palestine in our widely popular homemade za'atar and couscous. And don't forget organic olive oil soap! Contact us at cftsales@gmail.com to sell organic, fair trade olive oil at your festival.



Ali Siam of Olde City Imports sells Canaan olive oil at the Eid festival in Boston last fall.

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