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Empowering gifts – Trees for Life

Fair trade means paying our farmers and workers a living wage. Fair trade also supports sustainable farming and builds cooperative relationships. Fair trade reinvests in the community.

Canaan started Trees for Life in 2005, with the goal of planting thousands of olive trees in Palestine. In three years, we have planted 24,000 trees! It is important you know that this is a totally grassroots effort everywhere we sell Canaan products. Some examples:

Customer Monica Smith in the US handcrafts hanging earrings with photos of olive trees from her trip to Palestine, and donates the proceeds to Trees for Life.

Tilde Rosmer and Sharif Hamadeh in the UK decided that they would support Trees for Life through their wedding. "Tilde and I have both lived in the West Bank and have experienced the daily challenges of life under Israeli occupation. We wanted to find a constructive way of supporting struggling Palestinian families and the beleaguered local economy.

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It is delightful to know that we have planted a corner of Palestine with the seeds of peace and prosperity. Because the produce of the olive grove will provide for this and future generations, it is truly a gift that keeps on giving. Of all the gifts we received for our wedding, the olive grove is certainly the most precious."

Over the last 4 months, Sharif and Tilde's friends in 9 countries on 5 continents have bought 486 trees, a very large olive grove indeed!

There has been so much interest in buying trees, I have set them up as an item, three trees for \$20. Perfect for any occasion, you can order a share or more by email at cftsales@gmail.com or call 360-980-2580. We can send an announcement to your gift recipient. Thank you from our farmers.

Empowering gifts – Women's micro-loans

Canaan started our women's cooperative program in 2006. We organize them by extending micro-loans of \$500 to \$2500 for two years to women members in coops. They make couscous, tahini, sun-dried tomatoes, za'atar, honey and olive oil soap – all traditional Palestinian products made the traditional way. They buy raw materials from our certified farmers, then Canaan packages the products and creates markets for them all over the world.

Our olive oil soap will be a big seller in the US. We will have lavender, mint, bergamot orange, grapefruit and unscented (wonderful!), all made from our EV organic olive oil. Right now we could start 4-5 soap coops, but we don't have the funding.

Soap cooperatives need \$2500 in loans.

If you can make a donation or loan in any amount, we can combine resources to start a soap coop. Make it in someone's name for a one-of-a-kind gift! Make it before the end of the year for tax reasons, and because the soap dries best in the winter.

From a coop member in A'nin: "Fair trade has made us human again."

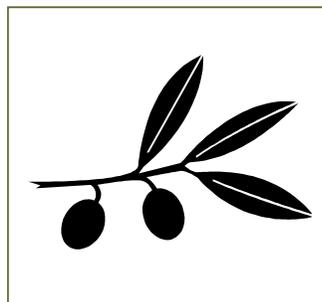
Tax-deductible donations or loans can be made through our partner the Resource Center for Nonviolence in Santa Cruz. Email Scott Kennedy at kenncruz@pacbell.net or call 831-423-1626 x107.

Beautiful gifts – Canaan delicacies

Canaan's organic and fair trade extra virgin olive oil and fair trade foods make wonderful gifts in and of themselves. You have the additional satisfaction of sustaining the livelihood of Palestinian farmers and helping plant thousands of olive trees in the West Bank. This makes our products especially meaningful as holiday gifts.

Our fair trade gift basket for \$70 is an exquisite sampler of Palestinian food. There is a liter of Nabali olive oil, green olives, tree-ripened olives, tahini, almonds, couscous and za'atar.

All this is packed into a Qirtalla, a traditional handwoven basket made of olive twigs. Qirtalla making is an ancient tradition in Palestine that persists in a few villages in the Ramallah and Jerusalem areas. The crafters are olive growers. They use the prunings from their olive trees and weave a basket of great strength and beauty. Qirtalla making is also a certified fair trade activity.



Our fair trade delicacies are available at food coops and specialty stores, and online at a variety of partners. Click on “Contact Us” on our website, then on “Distributors and Partners” in the first paragraph.

Order by December 15 and we can deliver your gift anywhere in the lower 48 states before the Christmas holiday.
Our website, www.canaanfairtrade.com is open 24 hours a day.

Why your oil is solid, and more

This is the time of year when the olive oil you buy might look chunky when it arrives. Olive oil starts to solidify around 50 degrees, which is about the temperature inside our organic warehouse, and it is cold outside for shipping! This does not hurt the olive oil at all; quite the contrary.

If you take the bottles out of the case for a few hours at room temperature, the oil will liquefy again and be perfect for presenting to your customers or giving as a gift. Our sturdy boxes make great insulators, and without taking the

bottles out to warm up, they will stay solid a long time. Once warm, you can replace them, and the boxes should keep the oil at the new temperature.

Olive oil keeps best when dark and cool, in the 60's. Your box can help here too. Oil properly stored can last indefinitely. Once opened, plan on using your olive oil within a year for best flavor. This should not be a problem if you are enjoying the affordable luxury of organic Canaan olive oil as your everyday oil!

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

