

# CANAAN COMMUNITY

NOTES FROM THE LAND OF MILK AND HONEY

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## The roof is on! New facility update

Canaan's new facility, a 27,000 sf building with underground olive oil storage and state of the art olive processing and bottling, is a step closer to completion, with the roof being poured in September. The roofing is called *Sabbeh*.

It is unlike American roofing because it is concrete. This roof is 35cm thick concrete, and it is a lot of work to prepare huge amounts of concrete and pour it in one day. Two cranes were used to channel the concrete onto the roof.

Full details of the new facility are on our website under "Contact Us".

*"Canaan's new facility is a \$2.5 million dollar project which is the largest investment in fair trade in the region and a major advancement in olive oil processing and commercial industry in Palestine."*

## The Better World shopping guide rates Canaan Fair Trade

This book is a wonderful pocket-size guide to socially responsible purchasing. Author Dr. Ellis Jones says major elections come once every four years, but as consumers, we vote every single day with our dollars. Every dollar you spend is a vote for the kind of world you want to live in.

The new edition was just released at the beginning of October. Canaan is listed under two categories: "Oil & Vinegar" and "Olives & Pickles". We received an A+ in both categories and also achieved the status of Corporate Hero in the latter category with a brief

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highlight of a few of the things that set us apart from the rest, like our fair trade certifications and our work with Palestinian communities.

It also lists Dr. Bronner's, which uses our organic, fair trade, extra virgin olive oil in their soaps, as one of ten 'small but amazing brands' who are 'true social and environmental leaders in their industries'.

If you want your own pocket guide, you can purchase it online at [www.betterworldshopper.org](http://www.betterworldshopper.org), or in a bookstore near you.

# Canaan Recipe of the Month – Lamb!

Lamb is the meat of choice in Palestine for celebrations. Whole roast lamb is a festive meal, prepared for parties, festivals, and family gatherings. Traditionally the *Sabbeh*, the roof pouring, is associated with a party for the workers. The large Canaan roof was no exception. “We cooked two lambs with rice under the olive trees”, says Canaan Director Nasser Abufarha. “The feast was ready by the time the workers finished the *Sabbeh*.”

Roasted lamb is served with mounds of rice cooked with pine nuts or almonds and raisins, and a selection of salads.

At home, you could roast a leg of lamb, another traditional dish, in a slow oven, studded with garlic cloves and surrounded with sliced potatoes, onions and tomatoes. Sliced eggplants can be added later. An alternative is a *sofrito* – cooking the leg of lamb prepared as described above in a large covered pan over very low heat, with about ½ cup of water and a few tablespoons of olive oil. The meat simmers gently, and is cooked until almost falling apart, about three hours.



Above, Canaan Director Nasser Abufarha cooks food for a crowd. Below, the *Sabbeh* feast is served.



## Harvest highlights

The olive harvest is on! More than half the Palestinian population picks olives sometime during the harvest. Olives have a two year cycle with an off-season year (*shalatoun*) followed by a good-season year (*mass*). This is a very *mass* year!

The *Jaru'a*, the traditional Olive Harvest Festival, is Friday November 14. For the first time, the festival will be held on the beautiful 5 acre site of Canaan's new home near Jenin, nestled in the heart of olive country. In addition to European and American fair trade distributors, buyers and consumers, every PFTA regional coop will attend, as well as many of our

Palestinian farmers. There will be bands, dancing, olive oil tasting, and our traditional olive harvest dinner, the *Musakhan*.

Hungry after reading all this? Order our organic, extra virgin olive oil and other Palestinian delicacies for your own feast at [www.canaanfairtrade.com](http://www.canaanfairtrade.com).

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