

# CANAAN COMMUNITY

February 2008  
Volume 2, Issue 2

NOTES FROM THE LAND OF MILK AND HONEY

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## It's Showtime!

Spring is coming, and the spring show schedule is already starting. Director Nasser Abufarha presented Canaan's line of organic and fair trade products on the Continent at the European Fair Trade Fair in Lyon, France and the huge BioFach show in Nuremburg, Germany, this month. Canaan will also be showing at the Natural Products Expo West in Anaheim, California, the largest trade show for organic food in the nation. We invite our food customers to visit us in booth 5851 to meet us, sample our olive oil, and view the new products on display.

On the consumer front, you are very lucky if you live in Seattle or Chicago. Global Exchange and Co-op America will team up to put on a "two day party with a purpose", or Green Festival in those cities. The events educate and entertain attendees on sustainable lifestyles and a just and inclusive green

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economy. Consumers can shop with their conscience and vote with their dollars. Over 100,000 people attended the four Green Festivals last year. Seattle Green Festival is April 12 and 13, and Chicago is May 17 and 18. (Fall Green Festivals are Washington DC November 8 and 9 and San Francisco November 14 through 16.) Representatives of Canaan Fair Trade will be speaking at each show on how the fair trade movement is opening the US market to Palestinian communities who have been farming in the traditional manner for thousands of years. Our organic olive oil will be sampled.

Links to all of these shows can be found on our website under Contact Us.

## Jewish Voice for Peace launches Trees of Reconciliation

The organization Jewish Voice for Peace (JVP) announced their Trees of Reconciliation campaign this month. "In order to support peace by creating greater economic justice, JVP has committed to planting 3,000 olive trees in Palestine in 2008," as reported in their February 4 newsletter.

The trees will be planted with the Trees for Life project of the Palestine Fair Trade Association. In their first month, JVP collected enough to meet 20% of their annual goal!

The campaign was conceived in Philadelphia and inspired by Jewish tradition of a Tu B'Shvat (Birthday of the Trees) Seder for Healing and Reparation.

*Only an olive tree would recall...*

*Only trees embrace our being*

*When we forget kindness*

*Only trees grant us shade*

*When we cannot handle the sun.*

*from What Trees Remember, by Tala Rahmeh*

## Canaan Recipe of the Month – Rice with Lentils (M’jaddara)

Although not grown in Palestine, rice is a staple food there. The Palestinian way of cooking rice and lentils is for all the water to be absorbed in cooking, thus retaining all the nutrients.

M’jaddara is a widely popular ‘poor man’s dish’, served in Palestine and all over the Arab world from medieval times. It is delicious served hot or cold, with yogurt.

2 cups lentils  
1 cup rice  
2 onions  
¼ cup olive oil  
salt and pepper  
1Tb cumin (optional)

In a pot, cook the lentils till soft. Chop one onion, sauté in olive oil until soft and golden. Add to lentils and season with salt and pepper. Add rice and one cup water (or enough to make



*Although considered a ‘poor man’s dish’ it is such a great favorite that it is a compliment to serve it.*

two cups liquid in the pan). Stir, season again (including cumin if desired), cover, bring to a boil then simmer gently about 20 minutes till the rice is soft and well cooked. Add more water if absorbed too quickly.

Slice the second onion into rings and sauté in hot olive oil until dark brown and sweet. Serve in a large shallow dish, garnished with the onion rings. You can cut the recipe in half for a smaller family.

## 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!

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