

CANAAN COMMUNITY



Canaan Fair Trade LLC, 19215 SE 34th St. #106, PMB 122, Camas, WA 98607
www.canaanfairtrade.com CFTsales@gmail.com 360-980-2580

Olive Harvest Festival 2007

700 farmers, producers and internationals celebrated at *Jaru'a* 2007, the second annual Olive Harvest Festival, on November 1 in the village of Haddad, near Jenin, Palestine.

The festival is a community event sponsored by the Palestine Fair Trade Association (PFTA) to bring together those making and using Palestinian olive oil. In addition to traditional music and dancing there was some very untraditional networking and contact making as Palestinian fair trade producing co-ops showcased their products at the Fair Trade Exhibit to distributors, buyers and consumers from the US, Canada, UK, Austria, Switzerland, Germany, Belgium, and Georgia.

Canaan scholarship recipient AbirYassin, a freshman at Arab American University of Jenin majoring in English Literature, addressed the large crowd in Arabic and English, saying the scholarships “build the Palestinian person” and “armed them with knowledge.” She said her village was “nearly destroyed because of the (Israeli) isolation fence which consumed most of our living resources.” Without the scholarship, “most would not be able to continue learning.”

Canaan olive oil in “Organic Top 20”

Ode magazine, dedicated to positive news and the people and ideas that are changing our world for the better, has chosen Canaan’s Nabali and Rumi Olive Oil for their “Organic Top 20” list in their December issue.

Ode magazine is an international print and online publication, published in Dutch and English. Check out the magazine at www.odemagazine.com.

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No visit in Palestine ends without a meal of epic proportions, and the traditional Palestinian olive harvest dinner or *Musakhan* was no exception: *Taboun* bread is soaked in fresh harvest olive oil topped with a rich serving of sautéed onions spiced with sumac, roasted almonds, and roasted chicken. The *Taboun* oven is heated with crushed olive pits generated from the olive pressing. Nothing is wasted in traditional Palestinian farming, now popularly known as sustainable farming.

The olive harvest is a joyful family affair. Extra hands are always welcome. You can join the harvest next year, stay with a host family and work the harvest with them for a genuine Palestinian cultural experience. The weather is beautiful in Palestine this time of year, and the hospitality and food are legendary. See page 3 for additional information on applying for olive harvest tours.

Coincidentally, Canaan just began selling our full range of olive oil and specialty foods in the Netherlands through Olibia.

You can now buy Canaan fair trade olive oil and specialty food in the US, Canada, Australia and seven European countries: United Kingdom, Ireland, Netherlands, Sweden, Austria, Germany and Italy.

New drop ship partners make it easy to buy Palestinian

Canaan has partnered with two national organizations to drop ship individual bottles of olive oil to your home so you can enjoy our olive oil every day. And for occasions when you want to send a gift, this is the perfect solution.

You can find links to our partners on Canaan's website under Contact Us. Activism never tasted so good!

For the occasion when one bottle, or four, would be just perfect.

Canaan has partnered with the **Rebuilding Alliance**, which helps shattered communities rebuild and offers immediate ways to make peace, starting with a family's right to a home. Your purchase helps rebuild homes and communities in regions of occupation and war. The Rebuilding Alliance will ship you a single bottle or more of olive oil.

Canaan has partnered with the **US Campaign to End the Israeli Occupation**, a coalition of over 250 organizations working to change US policy towards Israel/Palestine to support human rights and international law. The US Campaign will ship you a box of four of Canaan's one-liter tins of olive oil.

Fish fillets with Za'atar tomato relish

Here is an easy and delicious way to use Za'atar from your Canaan Gift Basket. This recipe is best with simple side dishes – a steamed vegetable, sliced cucumbers or crisp salad, and bread, rice or couscous. You need to start about 30 minutes before cooking the fish. Measurements are approximate; you can use more of anything:

4 white fish fillets
 1 tsp + ½ tsp Za'atar
 1 small sweet onion, chopped fine
 1 medium tomato, chopped coarse
 1 tsp olive oil
 fresh-ground pepper to taste



You can substitute your favorite fish or onion.

Only the Za'atar is indispensable!

Pat fish fillets dry and sprinkle both sides with Za'atar. Cover loosely and refrigerate.

Meanwhile, mix the onion, tomato, olive oil, reserved Za'atar, and pepper to taste. Let sit for 30 minutes while flavors blend.

To cook the fish, heat 2 tsp olive oil in a skillet over medium heat. Add fish, presentation side down and cook 2 minutes. Turn fish and cook about 2 additional minutes, until fish flakes.

Serve with Za'atar tomato relish on top, or on the side, and pass extra at the table.

Customer hint of the month

Lutherans for Justice in the Holy Land, a Witness of Central Lutheran Church, Portland (Oregon), carries 3 sizes of oil all year round and also acts as a distributor for neighborhood food co-ops. As part of their outreach, they also sell olive oil at festivals and events, for education and fundraising.

“We wanted to work smarter, not harder” says spokeswoman Debbie Johnson. “We made up business cards with ‘For reorder’ and our contact information on them that we give out with each bottle of oil we sell. We may only see a person once a year at a festival. This way they know where to find us when they are ready to reorder, and they can enjoy Palestinian olive oil all year.”

Make the occasional customer a regular customer with easy advertising.

Central Lutheran sells Palestinian olive oil as a meaningful statement of solidarity with the people of Palestine.

(Ed. Note: For free color business cards (you pay shipping and handling) go to www.vistaprint.com. Some of them even have trees on them!)

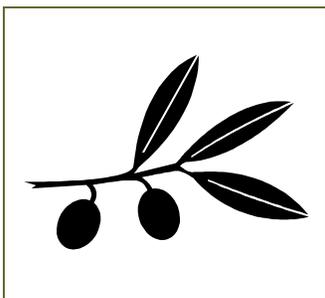
How to join next year's olive harvest

The PFTA invites volunteers from across the world to join the Palestinian olive harvest season and stay with a host family. The picking is done from mid-October to December, but you'll want to plan your trip to attend the Olive Harvest Festival in early November, ideally a week of harvest (including a one day orientation in Jenin) and another week to tour historic and beautiful Palestine.

Volunteers should expect to have an enjoyable yet hard working stay in Palestine. Farmers wake early, hit the fields by 8am, and stay until sunset. Olive picking can require climbing trees, hiking short distances to reach orchards, and standing in the

sun so a hat or *kuffiya* (the traditional Palestinian head scarf) and sunscreen is recommended. The weather is usually warm and sunny. A light lunch is provided in the fields. A lifetime experience and relationship with your host family and village are also included! For more information on how to volunteer during the Olive Harvest, contact info@palestinefairtrade.org.

The most complete list of olive harvest (and other) tours of Palestine can be found on the Friends of Sabeel North America website. www.fosna.org and click on Conferences and Trips, then Alternative Travel Opportunities.



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Back issues of Canaan Community can be found on our website.
