



## FOR IMMEDIATE RELEASE

### Canaan Fair Trade founder wins Citizenship award from NASFT

Award to be presented at the Fancy Food Show in San Francisco

Camas, Washington. 8 January 2013. Canaan Fair Trade is pleased to announce founder and director Nasser Abufarha is the winner of the first annual NASFT Leadership Award for Citizenship, honoring his outstanding contributions to the specialty food industry and beyond. Canaan Fair Trade is a mission based company that seeks to sustain the livelihood of Palestinian producer communities caught in the midst of conflict. Canaan is in booth 323 for the Fancy Food show in San Francisco's Moscone Center January 20 through 22.

The new awards recognize NASFT members who have not only advanced food standards in society, but are making a significant impact through visionary social, economic and environmental efforts. There are three categories: Citizenship, Business Leadership and Vision.

"The specialty food industry is driven by passionate entrepreneurs who are seeking to make a positive impact on society, whether in their own community, or beyond. The individuals selected for our first annual Leadership Awards each demonstrate extraordinary efforts that go far beyond creating great food," says NASFT President Ann Daw .

"The most satisfying part of winning an honor like this award is the visibility this will bring to the great farmers I work with, the wonderful food products they produce, and the love and care they give to the land they produce from," says Dr. Nasser Abufarha.

Nominations for the Leadership Awards were made by members of the NASFT and others in the specialty food industry. The NASFT is a not-for-profit trade association for food artisans, entrepreneurs and importers. A panel of specialty food professionals and industry influencers selected the Leadership Awards honorees from 67 nominations.

The judges included Haven Bourque, founder of HavenBMedia, Oakland, Calif.; Christine Bushway , Executive Director and CEO, Organic Trade Association, Washington, D.C.; Irene Hamburger , Vice President of Blue Hill and Blue Hill at Stone Barns, Pocantico Hills, N.Y.; John Raiche , Vice President of Marketing, UNFI, Providence, R.I.; Erin Roach , director of recruitment and marketing, Social Venture Network, San Francisco, and Errol Schweizer , Senior Global Grocery Coordinator, Whole Foods Market, Austin, Texas.

[Canaan Fair Trade](http://www.canaanfairtrade.com), a Palestinian company with a social mission, was founded in 2004 to empower thousands of small farmers caught in conflict to sustain their livelihood, build hope for a better future, and promote economic and cultural interaction towards a peaceful tomorrow. Canaan produces and distributes the organic, Fair trade and Extra Virgin olive oil and traditional foods cultivated by 1700 small landowner farmers and 200 women producers joined in the 50 cooperatives of the Palestine Fair Trade Association. Canaan products are sold in 15 countries around the world. Canaan Fair Trade is the first 3<sup>rd</sup> party certified fair trade olive oil in the world, and the largest exporter of olive oil from Palestine to Europe and North America. Canaan gives back to its farming community through programs that plant olive trees, extend micro-loans to women's collectives, award college scholarships to farmers children, and convert tractors to run on used falafel oil.

The [NASFT](http://www.nasft.com) is celebrating its 60th anniversary. It is a not-for-profit trade association established in 1952 to foster commerce and interest in the specialty food industry. Today there are more than 3,075 members in the U.S. and abroad. The NASFT's website for consumers, [foodspring.com](http://www.foodspring.com), provides an insider's look at specialty foods and the companies, food entrepreneurs and artisans behind them.

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## FOR IMMEDIATE RELEASE

### Canaan Fair Trade releases 7 year impact study

Study focuses on moving Canaan farmers in Palestine to a position of economic security



Camas, Washington. 2 January 2013. Canaan Fair Trade has released an impact study assessing the first seven years of Canaan's initiative to empower small and marginalized Palestinian producer communities caught in the midst of conflict. The study examines all facets of the initiative, including its organizational structure, education and training programs, production, pricing, marketing and sales, community empowerment projects, and relationships with local and global partners. The impact study was researched with the support of the Belgian Government Trade for Development Center (BTC).

Although this study primarily focuses on how Canaan has moved small scale farmers in Palestine from a position of vulnerability to a position of economic security, it also considers Canaan's impact on women who are emerging as an active participant in Canaan's activities by way of the women co-ops and their leadership within the Palestine Fair Trade Association (PFTA). It considers other sectors in Palestine as well, including local and international partners such as suppliers, distributors and solidarity groups. Canaan will use this report to inform its current business practices and partnership with PFTA so that it can better serve Palestinian producer communities and continue to provide leadership within the global fair trade movement.

Dr. Nasser Abufarha, Canaan Founder and Director, says "One of the challenges that we face at Canaan now is to manage growth and remain focused on our mission. This study will help guide us as we grow to direct our programing agendas to issues that matter the most to our social goals." Dr. Christa Bruhn, Lead Investigator on the impact study, says "Canaan is living proof that sustainable business and farming practices can serve the producer all the way to the consumer."

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## FOR IMMEDIATE RELEASE

### Canaan Fair Trade announces US Sales Coordinator

Meryl Marsh to be introduced at Fancy Food Show in San Francisco

Camas, Washington. 17 January 2013. Canaan Fair Trade, a mission based company that seeks to sustain the livelihood of Palestinian producer communities caught in the midst of conflict, is pleased to announce that Meryl Marsh has joined Canaan as US Sales Coordinator starting in February 2013.

Meryl joins Canaan with 8 years of experience in sales, marketing and business management with large and small companies. She possesses broad environmental knowledge, an extensive volunteering and social activism portfolio. She is passionate about Canaan's work, their mission and their social and environmental goals.

Dr. Nasser Abufarha, Canaan Founder and Director, says "I am very excited for Meryl to join our Canaan team in the US. Meryl is one of our ultra-marathon heroes who participated in the Run Across Palestine last year to raise awareness of the plight of the Palestinian farmers. I believe as Meryl ran from Yatta to Jenin to tell the world about the Palestinian farmers story, she will be the strongest candidate to tell their story and share their products in the marketplace."

Meryl says, "All of my combined work and volunteer experience has most importantly taught me to work behind a mission that excites my passion to affect positive change."

Meryl will be based in the mid-west and will work directly with Canaan's wholesale customer base in the US in the specialty/gourmet, food, fair trade and food service industries, their New Jersey and Washington state warehouses, and their sales representatives and distributors.

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FAIR TRADE DELICACIES FROM PALESTINE, THE LAND OF MILK AND HONEY

## About Canaan Fair Trade, LLC

Founded in 2004, within four years Canaan Fair Trade became the largest exporter of olive oil from Palestine to Europe and North America. Canaan is the marketing member of the Palestine Fair Trade Association (PFTA), and benefits 2500 farm families in Palestine by selling their certified organic, certified fair trade olive oil and foods, produced in the traditional, sustainable Palestinian farming methods of cultivating and harvesting. Canaan Fair Trade, LLC is the United States sister company of Canaan Palestine.

Canaan is pleased to bring the first fair-trade certified olive oil to the world market. The success of this Palestinian olive oil will help thousands of small farmers sustain their livelihood in the conflict-torn region, build hope for a better future, and promote economic and cultural interaction and exchanges towards a peaceful tomorrow. At the same time it gives us the opportunity to share our treasured product with a wide range of food connoisseurs and fair-trade communities around the world.

This historic achievement has been well received by fair-trade communities in Europe and North America. Our partner in the UK, Equal Exchange, has listed the olive oil at the Co-op (500 stores). British Prime Minister Gordon Brown said he is "delighted" by the launch of Palestinian Fair trade olive oil in the UK. The [Guardian](#) reports that Canaan's UK partners and distributors have realized three fold increase in their olive oil sales.

In the USA, Canaan has been the main supplier of olive oil to Dr. Bronner's Magic Soap, the best selling natural soap product in the USA. US market successes caught the attention of the [US State Department](#) team in the region. They see jump-starting the local Palestinian economy as a catalyst for peace in the area. They look to Canaan to provide a model for Palestinian businesses to connect with US markets. In a March 2009 visit by a delegation from the US State Department to Canaan's facility in Jenin, West Bank, delegation head Sean FitzGerald commented "We were really impressed with [Canaan's] establishment, but more so with the Fair Trade principles [they] promote and the community service [they] give."

Aside from the social impact this product generates, Canaan's olive oil is aromatic, fruity, fresh, and fully flavored, with a lingering slightly peppery taste. Treat yourself to one of the world's best olive oils, promote peace, create hope, and look for a better, peaceful and prosperous future for all people of the region.

Canaan supports Trees for Life, a PFTA program started in 2005 that has planted over 60,000 olive trees with start-up farmers, small farmers, and those whose trees or lands have been destroyed by Israeli forces.

In 2006 Canaan's micro-loan program extended fair trade benefits of economic and social empowerment to six women's collectives with 200 members, who make traditional Palestinian foods.

Each year since 2007, the Canaan Scholarships program has awarded 10 full four-year college scholarships to deserving students from farm or refugee families to attend Palestinian universities. These students work as interns at Canaan during the summers, developing leadership skills that will bring lasting benefit to their communities.

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Canaan Fair Trade, LLC [www.canaanusa.com](http://www.canaanusa.com)

## Nasser Abufarha: Social entrepreneur and scholar

Palestine Fair Trade Association ([PFTA](#)) founder Nasser Abufarha is bringing Palestinian olive oil and other traditional delicacies to mainstream American and European markets, while also improving economic conditions for farmers in the West Bank. While studying at the University of Wisconsin, Abufarha learned about fair trade practices. Determined to bring fair trade to Palestine, he encountered a major stumbling block - there was no international fair trade standard for olive oil. In 2004, Abufarha developed the standard himself based upon recognized international fair trade principles. In 2006, PFTA achieved independent third party fair trade certification by IMO of Switzerland, and in 2009, with Fairtrade Labeling Organization (FLO), making PFTA the first producer of fair trade certified olive oil worldwide.

Also in 2004, Abufarha established [Canaan Fair Trade](#), which today is the largest exporter of certified fair trade and certified organic Palestinian olive oil to America and Europe. The oil is produced by more than 1,700 Palestinian farmers. "Palestine may not be in the atlas," Abufarha says, "But we have put it on the shelves." Canaan Fair Trade supplies 95 percent of the olive oil used by [Dr. Bronner's Magic Soap](#), the largest natural soap producer in the U.S., and supplies major organic coop chains in Europe.



Canaan Fair Trade Director Nasser Abufarha.

"At first the farmers were skeptical," Abufarha says, "They couldn't imagine why anyone would pay them above the market price. But they were willing to give it a try." Since the establishment of Canaan Fair Trade, the average price of Palestinian olive oil has more than doubled.

"Fair trade isn't just about the price," Abufarha says, though he acknowledges that the increase in income has been vital to many farmers in Palestine. "We have given farmers hope. An economic exchange that recognizes Palestinian farmers' rights and respects the value of their connection to their land, after years of marginalization under Israeli occupation, is a major accomplishment," he explains.

In 2008, Canaan Fair Trade broke ground on a new state-of-the-art olive processing facility nestled on five acres of olive country north of the West Bank city of Jenin. The facility employs 50 Palestinians now and is sized to commercialize the products of 3000-5000 Palestinian farmers.

Abufarha was born in 1964 in Al Jalama, a farming village near Jenin. After high school, he came to the United States and earned his Bachelor's degree in Computer Science from Wayne State University in 1989. He worked for several years in high technology, before gradually finding himself drawn to the food industry, a new career path that would eventually lead him to settle in Madison, Wisconsin, where he opened a restaurant in 1996.

Abufarha went on to earn his PhD in Cultural Anthropology and International Development from the University of Wisconsin in 2006. His first book, which focuses on landscapes, the environment and violence, was published by Duke University Press in 2009.

To interview Nasser Abufarha contact 608-770-7007 or [nasser@canaanfairtrade.com](mailto:nasser@canaanfairtrade.com)

Fig Sesame Spread...Certified Fair trade...Social and economic empowerment!



**Canaan Fair Trade** spreads combine the fruits of our farmers fields in new and delicious ways. Our farmers produce crops all year in addition to olives; our facility has a state-of-the-art jarring line. We keep both working year round with our assortment of savory and sweet spreads. All are perfect for dipping, spreading or cooking.

**Organic green olive Tapenade, Olive Honey Spread, and Sun-dried Tomato Caper Spread** are available in our two warehouses now. Green olive tapenade combines all organic ingredients: green olives, pickled capers – both the flower and the fruit, olive oil, mustard seeds, lemon juice and sea salt. 180 to 200g jars, 6 per case.

**Canaan Fair Trade** is committed to sustainable farming practices. We work directly with rural communities in Palestine to bring their traditional products to the international community. Canaan guarantees a fair price to farmers even when markets are low, and buys all their production, in good years and bad. A fair price or 'living wage' allows producers to cover the cost of harvest and tree maintenance and plan for their future: planting crops and providing food, shelter, education, and medical care for their families. Canaan bottles and finishes all products in Palestine, thus spreading these benefits to our fair trade factory workers.



**Your Canaan Fair Trade purchase supports these community projects in Palestine:**

**Trees for Life** – A Project to Plant Thousands of Olive Trees in Palestine

**Canaan Scholarship Fund** – Enabling Students, Creating Leadership

**Micro-Loans** – Empowering Women Socially and Economically

**Green Track Palestine** – Converting Tractors, Fueling Agriculture

[www.canaanusa.com](http://www.canaanusa.com)



Certified Fair trade...Certified Organic...Social and economic empowerment!



**Canaan Fair Trade** olive oil is naturally organic owing to ancient Canaanite traditions of farming and harvesting that persist in Palestinian communities to this day. We are involved in the production process from the harvest to the press. Our meticulous attention to the maintenance of the trees, the bottling process, and the distribution channels brings you a product nurtured and cared for throughout. Our olives are harvested in the Palestinian West Bank areas of Jenin, Nablus, Salfit, and Ramallah.

The **Nabali Tree** is the native olive tree of Palestine. It yields a medium olive oil with a fruity flavor and peppery finish. The **Rumi Tree** has been cultivated in Palestine since the Roman Empire. It produces a robust, pungent and buttery olive oil. Both are cold pressed, extra virgin, USDA organic, and certified by Fair for Life. 500 ml glass bottles or 1000 ml tins.

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**Organic Infused Olive Oils** combine our premium organic, cold-pressed, extra virgin olive oil and organic dried spices: Chili peppers, sliced garlic, mixed peppercorns. The clear label allows the beauty of the spices to be seen. 250ml (8.45 fl.oz.) Packed 6 per case, or a mixed pack of 2 of each flavor.

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FAIR TRADE DELICACIES FROM PALESTINE, THE LAND OF MILK AND HONEY

Certified Organic...Certified Fair trade...Social and economic empowerment!

### Canaan Fair Trade Organic Maftoul (Palestinian Couscous)



Our hand-rolled, sun-dried **Maftoul** (Palestinian couscous) is made from wheat produced by our organic olive growers and certified organic and fair trade by IMO of Switzerland. A portion of the wheat is boiled, sun-dried and cracked into bulgur, then hand-rolled in freshly ground whole wheat flour, steamed and sun-dried by our women-owned cooperatives. This product helps extend opportunities to Palestinian women as well as farmers. Organic Maftoul comes in a 250g window box.

Palestinian couscous is made like rice: For 250g, put 2 ¼ cups water and 2/3 teaspoon salt in a pot on medium-high heat (portion is 1 ½ cup of water for each cup of dry couscous). Optional: you can saute ¼ cup olive oil on medium high heat, add couscous and stir constantly for 3 minutes. Add sautéed couscous to hot water in pot, bring to boil, cover and simmer for 15 minutes. Fluff with fork.

Quality and distinction for our customers, pride and dignity for our farmers



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**Canaan Scholarship Fund** – Creating Local Leadership

**Micro-Loans** – Empowering Women Socially and Economically

**Green Track Palestine** – Converting Tractors, Fueling Agriculture

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Fair trade...Social and economic empowerment!

## Za'atar from the hills of the West Bank



**Canaan Fair Trade** Za'atar contains only natural, traditional ingredients and tastes like it was home prepared, as if your grandmother or mother made it especially for you.

Canaan's Za'atar starts as wild growing thyme in the Jamma'in mountains south of Nablus and Sanour mountain near Jenin. The wild collection is done by our Jamma'in cooperative with 18 women members and is a certified organic collection by IMO of Switzerland. Organic wild collection ensures the sustainability of the plant in its natural environment. The preparation of the Za'atar is also certified fair trade, done by our al-Jalam cooperative, north of Jenin, with 7 women members. They use the dried wild thyme leaves, grind them and combine them with locally grown roasted sesame seeds, sumac berry powder, and a touch of sea salt. Palestinian sesame seeds are superior in taste to the African sesame commonly used in commercial za'atar. And, unlike commercial varieties, there is no citric acid in our za'atar.

Our fair trade Za'atar will be good for two years. It can be frozen for long-term storage, or refrigerated to keep its fresh flavor and color. An easy and favorite way to serve Za'atar is in olive oil as a dip or drizzle. Ingredients: dry thyme, roasted sesame seeds, sumac, and sea salt. 150G window box.

Quality and distinction for our customers, pride and dignity for our farmers



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Certified Organic, Certified Fair trade...Social and economic empowerment!

### Canaan Fair Trade Olive Oil Soap made from Organic Oils



Made by hand by our women-owned cooperatives in Palestine out of organic oils and certified fair trade by Fair for Life (IMO).

Our unscented olive oil soap is hand made with oil pressed from certified organic olives grown in the West Bank of Palestine, where the groves have been harvested for generations. It is crafted according to traditions that reach back thousands of years, and hand cut into 85g (3 oz.) bars. Ingredients: Oils: 80% organic and fair trade olive oil from Palestine, and 20% organic and fair trade coconut oil from Sri Lanka; water, lye and salt.

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