



## 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. 7 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.

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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