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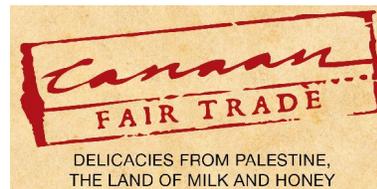
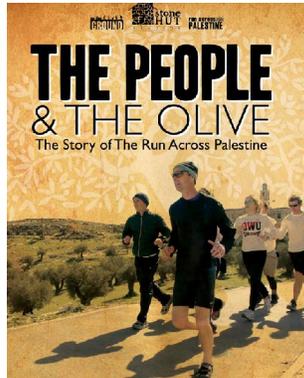
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Canaan Fair Trade announces world premier of *The People & The Olive*

Film about Canaan farmers in Palestine debuts to strong reviews



Camas, Washington. 1 October 2012. Canaan Fair Trade is a mission based company that seeks to sustain the livelihood of Palestinian producer communities caught in the midst of conflict. A full length documentary film about Canaan's farmers and their struggles and joys had its world premier in Traverse City, Michigan on September 10, 2012. The film is scheduled for film festivals across the country, starting with Boston and Chicago in early October.

[The People & The Olive](#) is the story of the February 2012 Run Across Palestine, a 129 mile, 5 day ultra-marathon across the West Bank to replant uprooted olive trees and raise awareness of the struggles of Palestinian farmers. The Run was supported by the Palestine Fair Trade Association and its producing member, Canaan Fair Trade, and was organized as a project of On The Ground of Traverse City, Michigan. The film was produced by Stone Hut Studios.

Dr. Nasser Abufarha, Canaan Founder and Director, spoke to the sellout crowd at the premiere of the film. "Palestinian farmers are always eager to tell their story to international visitors. The People and the Olives does a great job in telling their stories and the challenges and joys of farming olives in Palestine. The Canaan team is happy to present the life of our farmers to the wider American public."

[Canaan Fair Trade](#), 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 18 countries around the world. Canaan Fair Trade is the first 3rd 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.

[Stone Hut Studios](#) helps good-for-the-world organizations, companies and causes to tell their stories through short online videos. *The People & The Olive* is their first feature length film. Screenings can be found [here](#).

[On The Ground](#)'s purpose is to support sustainable community development in farming regions across the world.

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