



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

**Press Report:
Tony Blair visits Palestinian Success Story**

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Jenin, Palestine. November 19, 2009. Tony Blair, the economic representative of the Quartet, visited Canaan Fair Trade in the village of Burqin and pronounced it a showpiece of Palestinian economic development. Mr. Blair toured Canaan's new \$2.5 million facility on Tuesday, November 10. Canaan Director Nasser Abufarha met with the Blair delegation and presented the plant and products.

Canaan produces and exports premium olive oil and Palestinian foods made by the 1700 farm families of the Palestine Fair Trade Association. Within its first three years, Canaan became the largest exporter of olive oil from Palestine. Their products are sold in 12 countries around the world. More than \$8 million in sales have come back to the farmers and the Palestinian economy in the last three years thanks to Canaan customers like Dr. Bronner's Magic Soaps, and Alter Eco and Whole Foods in the US, Equal Exchange, Sainsbury, the Cooperative, and Zaytoun in the UK, Zatoun in Canada and DWP in Germany.

Dr. Abufarha said, "Economic development is a catalyst for peace in this region. Sound and *fair* economics can help our farm communities reach their potential and present creative venues for them to address their national and political aspirations."

Canaan asked for Mr. Blair's help in opening the doors for export business growth from the Jenin area by setting up measures to allow businesses to ship containers through the nearest checkpoint without hindrance and improper handling of food product by the Israeli security procedures. Canaan also asked to set up measures that would allow farmers to access their underground water resources currently denied by Israel.

Mr. Blair's visit to the area was to inaugurate the opening of the Jalama checkpoint in the northern West Bank for the Galilee Palestinians to shop in Jenin. Commenting on the event, Dr. Abufarha said, "We hope that this beginning will lead to greater and more relaxed modes of economic and cultural exchanges between our people in Palestine and the Palestinians and Israelis across the barrier lines."

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NOTE TO EDITORS: Canaan Fair Trade USA is the sister company of Canaan Fair Trade (CFT), the Palestine based marketing and export member of the Palestine Fair Trade Association (PFTA). The PFTA includes 43 farmer cooperatives joining 1700 small landowner farmers in the northern West Bank and 6 women cooperatives. Fair trade pays the farmers a living wage, reinvests in the community, supports sustainable and traditional farming and healthy working conditions, and encourages cooperative relationships. All Canaan products are certified fair trade by IMO of Switzerland and many also by FLO/Transfair. A number of products are certified organic and carry the USDA label.

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Nasser Abufarha in Palestine: 972 4 243 1991

Photos: Tony Blair and Nasser Abufarha taste premium Canaan foods at the showroom in Jenin, Palestine on November 10, 2009.

