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## FOR IMMEDIATE RELEASE



### Canaan Fair Trade Nabali olive oil wins award at BioFach 2013

Camas, WA. 21 February 2013. Canaan Fair Trade, a social entrepreneurship firm dedicated to artisan quality products that seeks to sustain the livelihood of Palestinian producer communities, is pleased to announce Canaan's Nabali Olive Oil won a recommendation award at BioFach 2013 in Nuremberg, Germany.

The competition was organized by the olive oil bar of BioFach. Tasting is done by connoisseurs and experts from the olive oil industry.

This award is a significant achievement for Canaan and the Palestine Fair Trade Association, especially since this olive oil comes from small scale farmers in Palestine living in a conflict zone and facing multiple challenges.

“This award is for olive oil coming from small scale farmers in cooperatives competing with single estate quality olive oil from Italy, Spain and around the world,” says Nasser Abufarha, Director of Canaan Fair Trade. “This is a real source of pride for our farmers, and pride for Canaan to work with these farmers.”

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 farmer members and 200 women producers joined in the 49 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, and award college scholarships to farmers children.

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