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Canaan Fair Trade Founder and Director redefines Employment in a Complex World

Dr. Nasser Abufarha speaks at World Bank conference in The Hague

Jenin, Palestine. 28 April 2011. Canaan Fair Trade, a mission based company, seeks to sustain the livelihood of Palestinian producers' communities caught in the midst of conflict. Dr. Nasser Abufarha, Founder and Director, spoke on sustainable employment solutions at the 27 April 2011 World Bank conference to present the World Development Report 2011, 'Conflict, Security and Development'. The purpose of the meeting was to formulate practical recommendations for international and national policy implementation in conflict-affected and fragile situations.

The conference was sponsored by The Netherlands, The World Bank, and the OECD/DAC's International Network on Conflict and Fragility (INCAF). The attendees were a select group of international and national policy makers and key experts from international organizations, partner and donor governments, academia, non-governmental organizations and the private sector. The World Bank has published a groundbreaking policy for improved international response in conflict-affected and fragile situations, which promises to offer an extensive evidence-base for a new comprehensive policy framework. INCAF has been a primary source of policy development over the past few years, and is currently developing operational advice on the security and justice nexus.

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 cultivated by the 1700 farmer member of the 43 cooperatives in the Palestine Fair Trade Association. Canaan products are sold in 15 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 vegetable oil. They founded the Organic Research and Development School in Palestine for farmers to research on their own fields.

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