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## PRESS RELEASE

### Canaan Fair Trade partners with Associated Buyers in Northeast



Camas, WA. 31 May 2012. Canaan Fair Trade, a mission based company that seeks to sustain the livelihood of Palestinian producer communities caught in the midst of conflict, is pleased to announce a new partnership with Associated Buyers to distribute Canaan in New England and the Hudson River Valley of New York.

Associated Buyers has added Canaan Fair Trade Organic and Extra Virgin olive oils and traditional foods of Palestine including couscous, za'atar and olives and spreads to their warehouse. The product was introduced at the 2012 Table Top Show and in the Associated Buyers Catalog this month.

"Associated Buyers 'seeks to build sustainable relationships, both ecological and economic, by providing healthy products and personal service', " says Nasser Abufarha, founder and Director of Canaan Fair Trade of Associated Buyers mission. "They 'strive to source products of quality, distinction, authenticity, originality and nutritional value.' You can see why they are a great fit for Canaan."

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 1500 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, award college scholarships to farmers children, and convert tractors to run on used vegetable oil.

Associated Buyers is a natural and specialty foods wholesale company, serving the Northeast from their warehouse and offices in Southern New Hampshire. They began in the mid-seventies and have grown with a diverse account base that includes retail stores, bakeries, institutions, producers and buying clubs across New England. They are known for their friendly reliable customer service and diverse product mix including ethnic foods, bulk goods, regional specialties and natural foods.

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