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FOR IMMEDIATE RELEASE

Canaan Fair Trade opens new East Coast Warehouse

The expansion is the second warehouse for the company

Camas, Washington. 17 June 2011. Canaan Fair Trade is a mission based company that seeks to sustain the livelihood of Palestinian producer communities caught in the midst of conflict. Canaan announces the opening of their second warehouse in New Jersey, now shipping USDA organic and certified Fair trade olive oil and traditional foods from Palestine. Canaan products now ship from both the East and the West coasts.

Canaan has partnered with Port Jersey Logistics to provide warehouse services to the Eastern half of the country. The first East coast container is now in stock and ready for shipment. Port Jersey is a certified Organic and C-TPAT certified facility with extensive experience handling olive oil.

Dr. Nasser Abufarha, Canaan Founder and Director, says “this expansion is a natural and necessary step for us. Our loyal customers in the Eastern U.S. will have the same quick turn and favorable freight rates as those in the Western half. Now nowhere in the continental U.S. is more than 4 shipping days away, and all but 8 states are 3 days or under.”

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 1700 small farmer members 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.

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