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NPR story on Palestinian Freekeh features Canaan Fair Trade

Helotes, TX. 2 June 2015. Canaan Fair Trade, a social entrepreneurship firm dedicated to artisan quality products that seeks to sustain the livelihood of Palestinian producer communities was featured in a [26 May NPR story on Freekeh](#), the ancient flame roasted green wheat dish of Palestine.

Freekeh has a delicious nutty, smoky taste and is firm and chewy. Freekeh has been called the new supergrain replacing quinoa in 2015. It is double the fiber and half the fat of quinoa, and 30% higher in protein, as reported on the USDA website nutrition facts.

"We are happy to report that our farmers are celebrating an abundant Freekeh harvest in Palestine," says Dr. Nasser Abufarha, Director of Canaan Fair Trade and the Founder of the Palestine Fair Trade Association. "This year Palestinian farmers produced 3,500 tons of Freekeh, up from about 2,000 tons last year. "

The NPR story, [Game For Ancient Grain: Palestinians Find Freekeh Again](#), by Daniella Cheslow ran May 26, 2015. She hosts a weekly radio show about food.

[The Palestine Fair Trade Association](#) is the largest fair trade producers union in Palestine, consisting of 53 village based cooperatives of over 2000 small landowner farmers and 200 women producers.

[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.

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Contact: Diane Adkin 360 980 2580 diane@canaanfairtrade.com www.canaanusa.com

