

Canaan Fair Trade, LLC  
19215 SE 34th St. #106 - 122  
Camas, WA 98607

[diane@canaanfairtrade.com](mailto:diane@canaanfairtrade.com) [www.canaanusa.com](http://www.canaanusa.com)



FOR IMMEDIATE RELEASE

## Canaan Fair Trade announces US Sales Coordinator

Meryl Marsh to be introduced at Fancy Food Show in New York City

Camas, Washington. 25 June 2013. 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 that Meryl Marsh has joined Canaan as US Sales Coordinator starting in July 2013.

Meryl joins Canaan with 8 years of experience in sales, marketing and business management with large and small companies. She possesses broad environmental knowledge, an extensive volunteering and social activism portfolio. She is passionate about Canaan's work, their mission and their social and environmental goals.

Dr. Nasser Abufarha, Canaan Founder and Director, says "I am very excited for Meryl to join our Canaan team in the US. Meryl is one of our ultra-marathon heroes who participated in the Run Across Palestine last year to raise awareness of the plight of the Palestinian farmers. I believe as Meryl ran from Yatta to Jenin to tell the world about the Palestinian farmers story, she will be the strongest candidate to tell tell their story and share their products in the marketplace."

Meryl says, "All of my combined work and volunteer experience has most importantly taught me to work behind a mission that excites my passion to affect positive change."

Meryl will be based in the mid-west and will work directly with Canaan's wholesale customer base in the US in the specialty/gourmet, food, fair trade and food service industries, their New Jersey and Washington state warehouses, and their sales representatives and distributors.

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Contact: Diane Adkin 360 980 2580 [diane@canaanfairtrade.com](mailto:diane@canaanfairtrade.com)

Meryl Marsh 617 308 0106 [meryl@canaanfairtrade.com](mailto:meryl@canaanfairtrade.com)

[www.canaanusa.com](http://www.canaanusa.com)

