

Canaan Fair Trade, LLC
2158 Atwood Avenue #101
Madison, WI 53704

meryl@canaanfairtrade.com www.canaanusa.com



FOR IMMEDIATE RELEASE

Canaan Fair Trade announces first Palestine a la Carte benefit

A Taste of Palestine event is a sellout



Madison, Wisconsin. 15 August 2013. Palestinian chef and founder of [Canaan Fair Trade](http://www.canaanfairtrade.com), Nasser Abufarha, and celebrated Michigan chef Jen Blakeslee of the Cooks' House starred in an evening of culinary delight in Traverse City, Michigan on August 11, 2013.

Over 50 people attended the sold out event, hosted by [On The Ground](http://www.ontheground.com) as a benefit for Fair trade Palestinian farming projects. Guests journeyed into the rich food culture of Palestine with a six-course meal, crafted with fresh ingredients from local Northern Michigan farms and accompanied by fine wines. The state-of-the-art open kitchen in THE BOX was the venue for a unique opportunity to explore Palestinian culture, farming and cuisine.

"It was a really joyous event for me." Said Nasser Abufarha, Founder and Director of Canaan Fair Trade, "People were excited about how many fresh ingredients are part of Palestinian dishes, and I enjoyed cooking with people who show passion for healthy and wholesome food."

"The Taste of Palestine was an overwhelming success." Said Chris Treter, Vice President and Founder of On The Ground. "Educating a large foodie crowd about the rich culture of Palestine through their taste buds, the event raised over \$4000 for Project Palestine."

[On The Ground](http://www.ontheground.com) seeks to support sustainable community development in farming regions across the world. Established by a small group of individuals involved in the Fair Trade movement, OTG was formed in 2010 to bring education, water and healthcare to farming communities around the world.

[Canaan Fair Trade](http://www.canaanfairtrade.com), 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 1700 small landowner farmers and 200 women producers joined in over 50 cooperatives of the Palestine Fair Trade Association. Canaan products are sold in 18 countries around the world.

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Contact: Meryl Marsh 617 308 0106 meryl@canaanfairtrade.com www.canaanusa.com