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FOR IMMEDIATE RELEASE

Canaan Fair Trade Maftoul (Palestinian couscous) in Williams-Sonoma stores

The whole grain hand rolled organic couscous is in all US and Canadian stores

Camas, Washington. 29 August 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 placement of a special one pound box of Maftoul (Palestinian couscous) in all U.S. and Canadian Williams-Sonoma stores and their fast growing catalog and internet division.

Canaan Maftoul (Palestinian couscous) is whole grain, hand rolled, sun dried and USDA organic. It has a firm texture and nutty whole grain flavor that could only come from being handmade in the traditional Palestinian fashion by women's cooperatives in Palestine.

Dr. Nasser Abufarha, Canaan Founder and Director, says "This product extends economic benefits to Palestinian women as well as to our organic farmers. Placement in Williams-Sonoma means so much to our women's cooperatives. They are so excited their product is on the shelves at a premier gourmet retailer." In the words of producer Basima Atyani from 'Anza village cooperative, "when I saw our maftoul displayed in these nice boxes I felt that I could fly. When people know about our work and value it I start to feel really powerful and able."

Palestinian maftoul is made like rice; no special pans or equipment is needed. A one pound box retails for \$10.

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 and traditional foods made by 200 women producers joined in the 49 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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