



FAIR TRADE DELICACIES FROM PALESTINE, THE LAND OF MILK AND HONEY

PRESS RELEASE



FOR IMMEDIATE RELEASE

CANAAN FAIR TRADE'S NABALI OLIVE OIL WINS AWARD AT BIOFACH 2013

Burqin, Jenin, Palestine. 20 March 2013. Canaan Fair Trade, a social entrepreneurship firm dedicated to artisan quality products that seeks to sustain the livelihoods of Palestinian producer communities, is pleased to announce that Canaan's Nabali Olive Oil won a recommendation award at BioFach 2013 in Nuremberg, Germany.

The competition was organized by the olive oil bar of BioFach where tasting is done by connoisseurs and experts from the olive oil industry.

This, for Canaan and the Palestine Fair Trade Association, is a significant achievement especially that this olive oil is coming from small scaled farmers of Palestine, living in a conflict zone, and facing multiple challenges.

"This award is for olive oil coming from small scaled farmers in cooperatives competing with single estate quality olive oil from Italy, Spain and around the world. This a real pride for our farmers, and a pride for Canaan to work with these farmers." – **Nasser Abufarha, director of Canaan Fair Trade.**

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 and traditional foods cultivated by 1500 small farmer members and 200 women producers joined in

the 49 cooperatives of 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, and award college scholarships to farmers children.



For more information, please contact Canaan Fair Trade Office at 04-243-1991 or Canaan Media Contact Manal Abdallah at 0569- 161016 or at manal@canaanfairtrade.com

 FAIR TRADE DELICACIES FROM PALESTINE, THE LAND OF MILK AND HONEY
CanaanFairTrade.com info@canaanfairtrade.com 