



Insisting on Life: Fair Trade in Palestine

Nasser Abufarha, Palestinian-American scholar and social entrepreneur, is the founder of the Palestine Fair Trade Association and Canaan Fair Trade, which is bringing Palestinian olive oil and other traditional foods to mainstream American and European markets, while also improving economic conditions for more than 1700 farmers in the West Bank.

“Fair trade isn’t just about the price,” Abufarha says, though he acknowledges that the increase in income has been vital to many farmers in Palestine. *“We have given farmers hope. An economic exchange that recognizes Palestinian farmers’ rights and respects the value of their connection to their land, after years of marginalization under Israeli occupation, is a major accomplishment”.*

Canaan Fair Trade today is the largest exporter of certified fair trade and organic Palestinian olive oil to America and Europe. The company ships to over 15 countries. *“Palestine may not be in the atlas,”* Abufarha says, *“But we have put it on the shelves.”*

Come hear this Palestinian success story:

Thursday, Jan. 20, 7:00 - 8:30 pm:
Equal Exchange Office
1033 SE Main, Portland, OR 97214
(park behind building at SE Salmon/11th or street)

Reception from 5:00 - 6:00 pm, informal talk at 5:30 pm:
Banyan Tree Portland
18 SW 1st Avenue, Portland, OR 97204
(in the Mercy Corps building, street parking)

Admission is free to both events.



Fair trade olive oil tasting and sales at both events, Equal Exchange will provide fair trade coffee, tea and chocolate for the evening presentation.

Sponsors: Equal Exchange, Friends of Sabeel- North America, Banyan Tree Portland, First Unitarian Church, Lutherans for Justice in the Holy Land – a ministry of Central Lutheran Church, Americans United for Palestinian Human Rights, Fair World Project, Institute for Christian-Muslim Understanding of Oregon and Southwest Washington

Information: 360-980-2580 or sales@canaanfairtrade.com

www.canaanusa.com