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FOR IMMEDIATE RELEASE

Canaan Fair Trade is featured in *Heart of Palestine* article in Saveur Magazine

Traverse City, MI. 16, December 2013. Canaan Fair Trade, a social entrepreneurship firm dedicated to artisan quality products that seeks to sustain the livelihood of Palestinian producer communities, is pleased to be featured in the December issue of [Saveur magazine](#) in the article Heart of Palestine by Nancy Harmon Jenkins.

The article has been described as absolutely incredible in both text and visual richness, supporting the idea of shared food and heritage, which should be at the heart of tourism development. Many wonderful things were written about the cities and villages visited, the food producers, and Fair Trade.

This was the message the author intended: "It was such a privilege for me to be able to work and cook and eat and celebrate the harvest with all the wonderful people I met in Palestine. I hope I was able to bring to life their courage as well as their good humor," said Nancy Harmon Jenkins, food authority, traveler, writer and commentator.

"We are so thankful to Saveur magazine and Nancy Jenkins for bringing the richness of Palestinian food culture into American kitchens. Our cuisine will surely delight food lovers in American and around the world," says Dr. Nasser Abufarha, Founder and Director of Canaan Fair Trade.

[Nancy Harmon Jenkins](#) is a food writer with a passionate interest in Mediterranean cultures and cuisines, sustainable agriculture, and farm-to-market connections. She believes that food is a dramatic (and delicious) expression of who and what people believe themselves to be and how they got that way, a form of cultural anthropology. She divides her time between her olive farm in Tuscany and a home in Maine.

[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 1700 small farmer members and 200 women producers joined in the 49 cooperatives of the Palestine Fair Trade Association.

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