



## Zaytoun Launch and Producer Tour– Fairtrade Fortnight 2009

Zaytoun is a pioneering Fair Trade initiative selling Palestinian products in the UK and Ireland. Zaytoun was established to support marginalized farming communities in Palestine. As a non-profit company our primary objectives lie with the welfare of the producing communities. We invest in empowering farming communities and developing the agricultural infrastructure in Palestine.

We are proud to announce that Zaytoun is launching the first ever Fairtrade Certified product from Palestine in March 2009. Zaytoun's range of Organic and Fairtrade Certified Olive Oil's and Olives are the first Fairtrade Certified products in this category; this is a very exciting time for Zaytoun and the Palestinian farmer co-operatives that have been working to achieve Fairtrade status for 5 years.

Nasser Abufarha, from Jenin in Palestine, is touring the UK and Ireland during Fairtrade Fortnight 2009 to launch the Zaytoun Fairtrade Olive Oil and Olive range.

Nasser has a PhD. in Cultural Anthropology and International Development from the University of Wisconsin, Madison. He has been active in the promotion of Fairtrade as a vehicle for social and economic empowerment in Palestine. Nasser is Founder and chair of the Palestine Fair Trade Association, a Palestinian national grassroots network of fair trade producers cooperatives with over 1700 members based in Jenin, Palestine. He is also director of Canaan Fair Trade, a Jenin based Palestinian fairtrade firm that promotes Palestinian Fairtrade products in international markets, currently exporting an average of 300 Metric Tons of Palestinian olive oil a year. Canaan Fair Trade is the first organisation to receive the Fairtrade Certification for their olive oil and olives.

Nasser will be attending a variety of events in the UK during the first week of Fairtrade Fortnight in order to launch Zaytoun and raise awareness of the difficulties that Palestinian farmers face and the opportunities that Fairtrade offers to Palestine. Nasser is a very confident and powerful speaker and has been active in the promotion of Fairtrade as a vehicle for social and economic empowerment in Palestine. This is a fantastic and positive story for change in Palestine with Fairtrade as the core message.

Please see below an image of Nasser (below):

