



Canaan's Fair Trade Practices in Detail

Canaan guarantees a minimum fair price to farmers and producers even when market prices are low. Canaan respects product minimum prices set by the Palestine Fair Trade Association (PFTA) www.palestinefairtrade.org.

Canaan pays farmers typically a 10% Fair Trade premium and 10% Organic premium above the market price. Canaan also requires that farm workers and workers at processing points such as presses and mills are paid fairly and afforded healthy and safe working conditions as set by PFTA guidelines.

Canaan reinvests parts of its profits back into the local producing communities in the form of material support for farmers' cooperatives and education on fair trade practices, farming, and quality production procedures. Specifically, Canaan returns 1% of its purchases from a co-op to the respective producing co-op committee for community projects. Canaan also returns 1% of the sum of its purchases from all the co-ops to the PFTA for its general programs.

Canaan helps plant trees in Palestine by supporting Trees for Life program that distributes new seedlings to small and starter farmers. Canaan awards higher education scholarships to framers children by extending full tuition expenses for 4 years at Palestinian universities through Canaan Scholarship Fund. Canaan supports and facilitates educational workshops and the distribution of educational material on Fair Trade, organic farming, and quality standards and enhancement.

Canaan organizes community events such as the Palestine Olive Harvest Festival in the fall joining Palestinian farmers and supporters of the Fair Trade movement in Palestine with their international partners from around the world. Canaan obtains all locally available materials for bottling and packaging from Palestinian communities to help create more job opportunities.

Welcome to our community in the fair world.

Canaan fair trade practices are subject to annual audit and certification by independent third party represented in IMO, Switzerland (www.imo.ch). IMO also provides organic control for Canaan and farmers' cooperatives.