

Canaan Fair Trade, LLC
19215 SE 34th St. #106 - 122
Camas, WA 98607

diane@canaanfairtrade.com www.canaanusa.com



FOR IMMEDIATE RELEASE

Canaan Fair Trade announces East Coast Sales Coordinator

Position starts September 15

Camas, Washington. 12 September 2012. Canaan Fair Trade is a mission based company that seeks to sustain the livelihood of Palestinian producer communities caught in the midst of conflict.

Canaan is pleased to announce that Julie Fahnestock will join Canaan USA starting September 15 as East Coast Sales Coordinator, focusing on the eastern region of the US. Julie is completing her MBA in Sustainability at Marlboro Graduate College in Vermont, and has spent 10 years organizing grass roots efforts in the fields of human trafficking, labor rights and fair trade.

Dr. Nasser Abufarha, Canaan Founder and Director, says "We are pleased to welcome Julie to our Canaan family in the US. Julie spent this summer at Canaan Palestine assisting the research project on Canaan's impact and is fully knowledgeable and excited about our farmers and fair trade project. We are pleased she is bringing her talents and enthusiasm to our customers in the U.S."

Julie will be based in Boston and will work directly with Canaan's customer base in the East Coast.

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 50 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, award college scholarships to farmers children, and convert tractors to run on used falafel oil.

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Contact: Diane Adkin 360 980 2580 diane@canaanfairtrade.com www.canaanusa.com

Julie Fahnestock 617 308 0106 julie@canaanfairtrade.com

