



Ask your favorite store to carry Canaan

Thanks for helping Canaan spread the word by asking your favorite stores to carry Canaan. Stores love to hear from their loyal customers and will look at products their regular customers say they would like to see and buy in the store. Fair trade is a growing movement – customers like you want to buy with a social conscience. Fair trade is a win-win for our farmers, for the store and for you.

Canaan is a Palestinian company with a social mission selling the olive oil and foods of the 49 farmer and women producer cooperatives of the Palestine Fair Trade Association, representing over 1700 farm families. Canaan pays a 10% organic premium and a 10% fair trade premium over market prices. Canaan buys all their production, in good years and bad. This means they can plan for their future: planting crops, educating their children, building their lives. Canaan bottles and finishes all products in Palestine, thus spreading these benefits to our fair trade factory workers. And Canaan's long term continuous relationship with our farmers means we can insure a consistent improvement in our already delicious olive oil as we go 'beyond Extra Virgin'.

Think of where you would want to buy Canaan products locally. Canaan sells very well in local food cooperatives and specialty stores (gourmet or fair trade gift stores). It may take more than one visit before they order. See these suggestions:

- **Ask for fair trade where you shop**, support just and sustainable trade worldwide. See what fair trade products they are carrying (coffee, tea, chocolate, rice, sugar, wine, etc.) If a store is carrying fair trade, thank the store for carrying those products and suggest fair trade olive oil would be a good addition. Tell them other things you like about their store, and that this would be an additional reason for you to pick them over other stores.
- Talk to the store owner or manager as a loyal customer, and tell them you would like to be able to buy your favorite olive oil in their store. **Give them the retailer sheet** attached. You could even bring some of your olive oil to show or taste.
- Find out who makes the buying decision on olive oils. **Get their name and email** (we prefer email because we can instantly send them our information, and usually store people are too busy to field phone calls) so we can follow up with them on our Nabali and Rumi olive oils.
- Tell them that **Canaan has wholesale pricing and offers excellent service** for new business setups.
- Fill out a **comment card every time you shop**, asking for Palestinian olive oil and other fair trade items. Also leave comment cards thanking them when the store is stocking Fair trade! Have a personal conversation with your store owner or buyer when you are in the store shopping and see if there is an update. Tell us what happens so we can plan our next step!

The big picture: Consumers in the US support fair trade because they get high quality products while benefiting farmers. By asking this store to carry fair trade you are increasing access to fair trade products for more and more consumers, and your buying fair trade products yourself increases demand for them, supporting our farmers and their families in Palestine. Fair trade pays the farmer a living wage, reinvests in the farming communities, supports democratic cooperatives, and encourages organic and sustainable farming.

FAQ – you will probably not be asked these questions, stores are very aware of Fair trade now, but here is background information:

Why should I stock FT? It is a growing movement with growing consumer demand – \$1 billion in sales world-wide. In the conventional marketplace, producers in poor countries can receive less than their cost of production, leaving them in debt and continuing the cycle of poverty in marginalized communities. Fair trade is a fair exchange between the producers, communities, consumers and the environment. By paying a minimum price to farmer and additional premiums to build their communities, Fair trade now benefits 5 million people in the 'global south'. It could help millions more live better lives.

Fair trade ensures health and well being of workers, communities and the environment and allows producers better quality of life and better future. With a living wage, farmers can invest in local community development, education, healthcare and more. Fair trade encourages environmentally sustainable production like organic farming, crop rotation, composting, water conservation and reforestation.

Why would people buy FT? Consumers are seeking out Fair trade, to purchase with their values and get quality products. They get to vote for the President every 4 years, but they vote with their dollars every day. With Fair trade, they can make their purchases a vote for the type of world they want to live in.

What is the quality? Fair trade is high quality. Canaan works with the same farmers cooperatives and villages all year every year, continuous relationships are a Fair trade requirement. Canaan farmers get incentives to improve their quality – they receive an organic premium and beyond EV premium.

Is it expensive? Canaan is priced in same range as other quality organic specialty food items, and direct and continuous fair trade relations means there are no middlemen.

Can I buy through distributors? Canaan has a minimum of only one case, and ships UPS from either coast for a maximum of three delivery days. If they still want to buy through a distributor, ask the name of a distributor that gives them good service and tell us.



FAIR TRADE DELICACIES FROM PALESTINE, THE LAND OF MILK AND HONEY

Certified Fair trade...Certified Organic...Social and economic empowerment!



Best selling USDA Organic and EV Olive Oils

We want to be your best selling olive oil. Canaan is pleased to announce prices on our best selling 500ml Nabali and Rumi olive oils are still **20% lower** than 2010! Canaan has an expanded line of USDA organic and certified Fair trade EV olive oils, spreads, olives, maftoul (Palestinian couscous), za'atar and olive oil soap.

With Canaan, you get more than price. Your customers want to buy with a social conscience. With Canaan, you get assurance that we are dealing directly with our farmers in an ongoing partnership. We are the producing and marketing arm of the Palestine Fair Trade Association. Every one of our 1700 farm families has a story; you can get to know some of them on our [website](#). If you come to Palestine, you can meet them, stay with them, and help them pick their olives.

This fair exchange makes the world a better place. Canaan buys all our farmers production, in good years and bad. This means they can plan for their future: planting crops, educating their children, building their lives. Canaan bottles and finishes all products in Palestine, thus spreading these benefits to our fair trade factory workers. And Canaan's long term continuous relationship with our farmers means we can insure a consistent improvement in our already delicious olive oil as we go 'beyond Extra Virgin'.



Your Canaan Fair Trade purchase supports these community projects in Palestine:

Trees for Life – A Project to Plant Thousands of Olive Trees in Palestine

Canaan Scholarship Fund – Enabling Students, Creating Leadership

Micro-Loans – Empowering Women Socially and Economically

Green Track Palestine – Converting Tractors, Fueling Agriculture

www.canaanusa.com

Sales@CanaanFairTrade.com