

Press Release April 12, 2008

Canaan Fair Trade of Jenin, Palestine broke ground for its new state-of-the-art olive oil processing and bottling facility in the village of Burqin near Jenin in northern West Bank of Palestine.

The new Canaan facility will be nestled in olive country on a 20 Dunums (2 Ha, or 5 Acres) elevated plot. The facility will consist of 3000 Square Meter SM (32,000 Square Foot) building that will contain a 600 SM underground olive oil storage. This project will be a ground breaking event in the advancement of olive oil processing and commercial industry in Palestine utilizing the latest technologies in the industry and at capacities that can accommodate large scale production. This \$2 Million Dollar project is the largest investment in Fair Trade in the region. The project is partially financed by the UK based ethical investment group Shared Interest Society (www.shared-interest.com) providing a term loan in the amount of \$635K.

Canaan has assembled the best of the best in industrial engineering, olive oil processing, and in fixture and furniture to produce a masterpiece of a site that will become a destination in Palestine. The designers made emphasis to give the site a social life in addition to its industrial function. The site will include a product show room and all processing points will be part of an ongoing exhibit for local and international visitors to view year round.

From Palestine: Canaan contracted with three engineering firms: Su'a'a fo Building Engineering and Planning from Al-Bireh, Elite Mechanical and Electrical Consultants of Ramallah, and from Tulkarem Shahd Electrical Engineering Consultants. These three firms work collectively on the various aspects of the project design. "The project team of engineers has the top engineers in the area in each of the fields" said Eng. Mohammad Khmour, Canaan's project engineer. From Jenin, Canaan is assembling two building contracting firms and will utilize the best craftsmanship in the finishing.

From Italy: Canaan partnered with Alfa Laval (www.alfalaval.com) from Florence to provide the olive milling solution. Alfa Laval is the top brand in olive processing technology worldwide. The project will house 3,200KG/Hour capacity state of the art olive mill utilizing disc crushers and nitrogen filled malaxers. Such technology still does not exist in Palestine and is utilized by few in Italy. This will provide the most advanced and optimum care of the olives during processing. Combined with the special attention given to the olives at the field by Canaan farmers, this plant will produce legendary olive oil from the land where olive oil first began.

Canaan also contracted with Albrigi (www.albrigi.com) from Verona. Albrigi is the premier company of stainless steel storage solutions catering to the wine and olive oil industry in Italy. Albrigi has already custom made 40 Tanks, of 5000 liter capacity each, for Canaan. Albrigi will also provide a number of smaller tanks and complete nitrogen solution connecting all olive oil storage tanks to nitrogen source preventing any oxidization in the life of the olive oil. Albrigi provided Canaan with a complete design for storage facility and nitrogen lines. Storage tanks will be placed in an underground section of the facility to keep cool while minimizing energy consumption. The storage will have an in-house nitrogen generating capacities. Mr. Albrigi, the CEO of Albrigi said "Canaan will have the best olive oil storage facility in Palestine and Israel."

From Turkey: Canaan contracted with Cift Kartal dis Ticaret Ltd. STI. (www.ciftkartal.com) to provide a stone flour mill, bourghul processing plant, and a spice and herbs mill. Cift Kartal is from the center of Anatolia with over 40 years of experience in the milling industry placing thousands of mills around the world. Cift Kartal provided a grain and spice milling and processing solution that emphasizes traditional methods and quality precision. The plant will prep raw material for hand finishing for products processed by women cooperatives such as Couscous, and Za'atar.

From Indonesia: Canaan contracted with Tropical Salvage (www.tropicalsalvage.com) to provide an ecologically friendly furniture solution. Tropical Salvage is a fair trade Portland, Oregon group that manufactures furniture in Indonesia using ancient buried wood helping to save tropical forest from the logging industry. "We salvage old deconstruction and discovered wood and put it to new imaginative use. In doing so, we contribute to positive economic, social and environmental change. Old wood, new use, positive change." From the tropical salvage site. Tropical Salvage will provide complete custom-made furniture for Canaan's show room, meeting rooms and break rooms, and the offices of Canaan Fair Trade. " We are pleased to be working with another fair trade company and very pleased to be working in Palestine" said Kevin Havice of Tropical Salvage.

Canaan is working on an accelerated schedule with goals to have the main component of the project in place by the 2008 olive harvest in the up coming month of November.

Contact: Dr. Nasser Abufarha, Jenin, Palestine Tel: +972-598182316, Email: nabufarha@gmail.com