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FOR IMMEDIATE RELEASE

Canaan Fair Trade announces National Launch of Olive Oil in Whole Foods Markets



Madison, Wisconsin. 8 July 2014. [Canaan Fair Trade](http://www.canaanfairtrade.com), is excited to announce the launch of the Jerusalem Blend Olive Oil throughout US Whole Foods Markets nationally. Other Canaan products, including Sun-dried Tomato Caper Spread, and Green Olive Tapenade, can also be found in Whole Foods Markets throughout the country.

Founder & Director of [Canaan Fair Trade](#), Dr. Nasser Abufarha, is excited about the partnership, “The Jerusalem blend olive oil we fill for Whole Foods Market has the best of The Land of Milk and Honey in a bottle ... It’s a premium quality olive oil produced out of passion between farming families, their trees, and their land.”



The Jerusalem Blend Olive Oil is extra virgin, cold pressed, certified organic and fair trade. This olive oil is a blend of early harvest green olives and late harvest ripe olives with a balance of sweet and buttery flavors for a fresh green olive oil. It offers a complex flavor of citrus, nuts, hints of pepper and a tingling finish. It is sourced from small-scale farmers throughout the West Bank of Palestine.



[Canaan Fair Trade](#) products are distributed through out the US and can be found in 19 countries around the world. Look for them in specialty, fair trade, and natural/organic establishments.

[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 landowner farmers and 200 women producers joined in over 50 cooperatives of the Palestine Fair Trade Association.

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