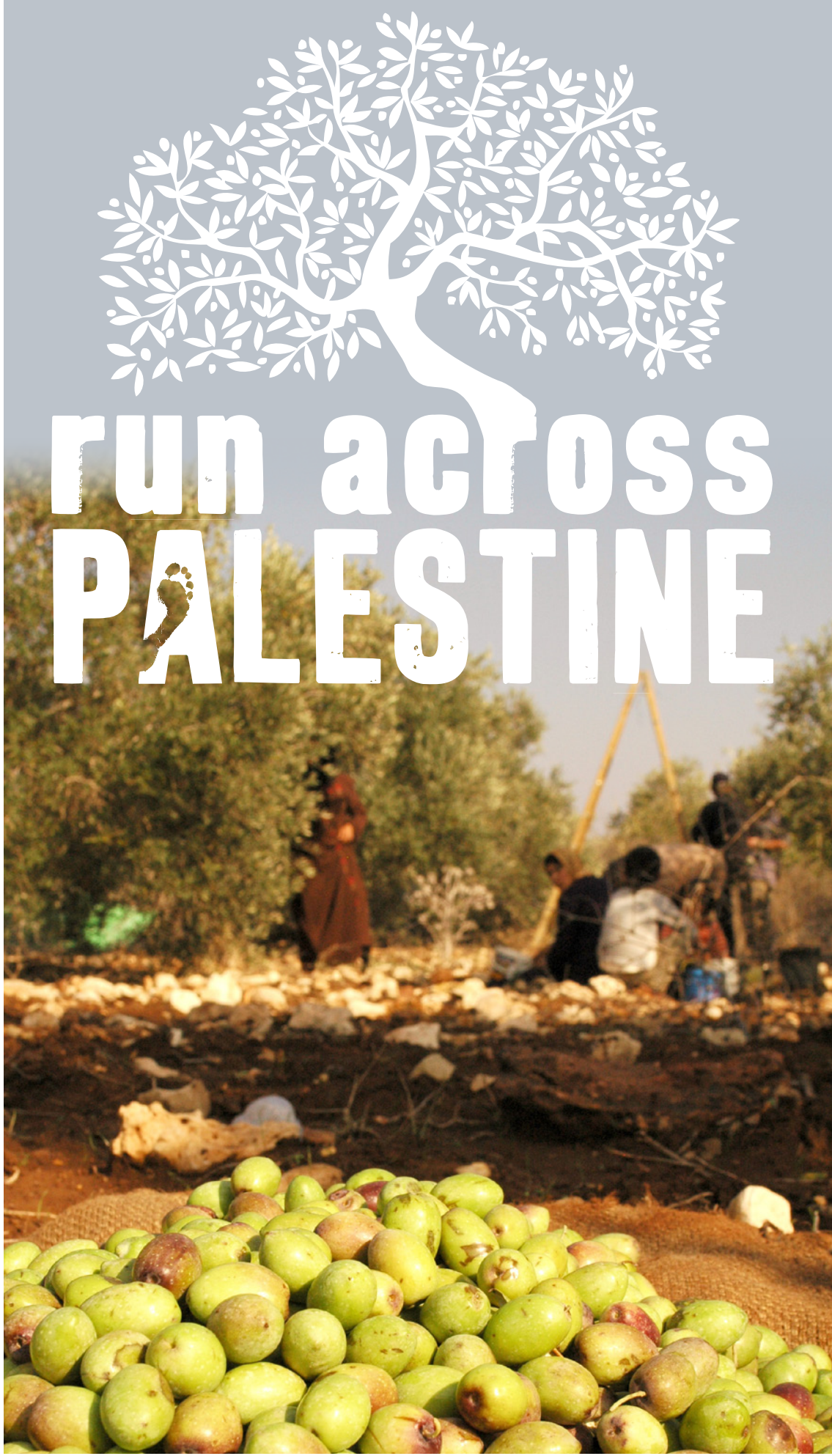




# run across PALESTINE



2012 ultramarathon to plant olive trees and give scholarships to fair trade olive farmers in the West Bank. [Onthegroundglobal.org](http://Onthegroundglobal.org)



On The Ground, in partnership with the Palestinian Fair Trade Association, is thrilled to announce a new, philanthropic event, The Run Across Palestine, (RAP) for February 2012. The event will raise funds and awareness for the fair trade olive farmers of Palestine.

Funds raised from RAP will have several immediate impacts including purchasing and planting thousands of olive trees, and provide scholarships for the children of Palestinian olive farmers. All this is designed to reestablish sustainable olive growing practices in a place whose history, economy, culture, and identity is rooted in the ancient olive tree.

The Run Across Palestine will use the same model that On The Ground developed for the successful Run Across Ethiopia. In 2011, On the Ground organized the Run Across Ethiopia – a multi-stage 250 mile running expedition which raised over \$200,000 to build 3 schools and multiple education projects in farming communities in Ethiopia. During the next few months, a team of endurance runners will be selected. These dedicated athletes will each be tasked with raising part of the \$100,000 target of the RAP before the run begins. The run will span the West Bank of the Palestinian Territories, from Hebron to Jenin. Participants will run from one olive growing community to another, and sleep on farms at night, using established relationships with the Palestinian Fair Trade Association, and other organizations involved with the immediate survival of farm communities.

The setting for the run is the birthplace and confluence of many of the world's religions. Many people only know this geographical area of the world as an ongoing media sidebar to the decades of struggle for peace in the Middle East. The run seeks to transcend the daily news stories and address the the visible and hidden impacts from the loss of traditional farmlands for the individual farmers and their families. A media team will accompany the runners, and transmit daily multimedia reports, to schools, community groups and individuals throughout the world.

Olive trees have been used to represent peace for thousands of years. The Palestinian Fair Trade Association has a statement that sums up the project, "At its heart, Fair Trade is about connecting people across the Globe in a spirit of equity, trust and openness." This is the foundation of our work here at On The Ground, and the Run Across Palestine will seek to enlist the support of the world community for these hard-working farmers.

**On the Ground is currently taking applications from runners who would like to be part of this amazing adventure. Contact On the Ground at [info@onthegroundglobal.org](mailto:info@onthegroundglobal.org) for more information.**

**Join On The Ground in this incredible journey. You can do this by volunteering your time on the**



[onthegroundglobal.org](http://onthegroundglobal.org)

Invest your company's marketing or philanthropic dollars by supporting On the Ground's Run Across Palestine (RAP) project. This event will capture news and public interest media attention through the scale of the event, its U.S. based fundraising efforts and a documentary that will be produced. RAP sponsorship provides a vehicle for your company or organization to reach thousands of potential consumers and clients through a myriad of events and media activities.

## WHAT IS THE RUN ACROSS PALESTINE?

RAP is a project of On The Ground, a U.S. based nonprofit organization. The RAP event is a five day, 129 mile running expedition to raise funds and awareness for fair trade olive growers in Palestine. A team of runners from the U.S. and abroad will start their journey in the southern West Bank on January 4th and run north into olive country.

## WHY ARE WE DOING THIS?

Although fair trade provides a fair wage for the olive farmers, their needs are deeper. Funds raised from RAP will have several immediate impacts including purchasing and planting thousands of olive trees, and providing scholarships for the children of Palestinian olive farmers. All this is designed to reestablish sustainable olive growing practices in a place whose history, economy, culture, and identity is rooted in the ancient olive tree.

## WHY SPONSOR RAP?

The setting for the run is the birthplace and confluence of many of the world's religions. Many people only know this geographical area of the world as an ongoing media sidebar to the decades of struggle for peace in the Middle East. The run seeks to transcend the daily news stories and address the the visible and hidden impacts from the loss of traditional farmlands for the individual farmers and their families. A media team will accompany the runners, and transmit daily multimedia reports, to schools, community groups and individuals throughout the world.

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Your sponsorship will go directly towards providing the tools, finances and support to our partners in Palestine to plant trees and fund college scholarships for farmers' children.

Your sponsorship comes with several immediate rewards, dependent on sponsor level:

# RAP SPONSOR LEVELS

## RUNNER SPONSOR... \$10,000

(Daily email, Facebook, Twitter and YouTube contact with over 3000 supporters during the run with link to your website, primary display on all runner attire, materials, website and "Major Sponsor" credit in documentary)

## EDUCATION SPONSOR... \$5,000

(Primary display on all runner attire, materials, website and "Also Made Possible By" credit in documentary)

## OLIVE GROVE SPONSOR... \$1,000

(Logo display on all runner attire, materials, website and "Also Made Possible By" credit in documentary)

## SUPPORTER... \$500

(Listed on website, text only, no logo, "Financial Support Provided By" credit in documentary)

For more information contact us at:  
[info@OnTheGroundGlobal.org](mailto:info@OnTheGroundGlobal.org) or visit [www.OnTheGroundGlobal.org](http://www.OnTheGroundGlobal.org)

# TREES FOR LIFE... REPLANTING THE OLIVE TREE

Much of the funds we raise from this project will go to replanting thousands of olive trees...

## SUPPLYING TREES TO FARMERS

Trees for Life is a program that gives thousands of olive trees to farmers starting out, as well as smaller farmers and those whose trees or lands have been destroyed by Israeli forces. In five years, the project has planted almost 50,000 trees (49,559 to be exact)! When you buy tins of Canaan olive oil a contribution of one dollar for each tin goes to the program and some of our partners do the same. In addition, a number of solidarity communities sell tree sponsorships and work directly with the PFTA. The Trees for Life project is solely funded by grassroots movements abroad and solely invested in the Palestinian fair trade movement in Palestine. This project helps offset the enormous destruction of olive trees by the Israeli occupation army in Palestine.

## REVERSING THE DESTRUCTION

Trees for Life started in 2005 and is administered by the Palestine Fair Trade Association, with the support of Canaan Fair Trade and our olive oil distributors around the world, like Higher Grounds Trading Co., US Campaign, Zatoun, The Olive Coop, Canaan USA, Jewish Voice for Peace, Alter Eco. The project plants thousands of olive trees in Palestine every year. Besides its development aspect, this program helps connect the Palestinian farmers and producers in the fair trade movement in Palestine to

the grassroots fair trade movement in Europe and North America.

A committee of PFTA farmers implements and administers the program. Growers must qualify for lots of 25-50 trees. They must have suitable land, the capacity to nurture the trees, fields prepared for planting immediately upon delivery, and a commitment to fair trade practices. Priority for trees goes to small farmers, young farmers with inherited or acquired land, landed women interested in farming, and farmers who have lost trees to the occupation. Trees are planted between Tree Day, January 15, and Land Day, March 30. The ritual of planting symbolically connects growers to their international supporters and the international fair trade movement.



**ANCIENT ROOTS**  
Olives have been cultivated in Palestine for thousands of years. Many trees are over 1000 years old.

# SCHOLARSHIPS TO FARMERS' CHILDREN

Some of the funds raised from the Run Across Palestine will go towards an investment in leadership benefitting farmers communities. The scholarship extends four years of tuition at local Palestinian universities to children of farmers. Selection criteria gives attention to leadership potential, commitment to community service, and level of education in the family, and family economic conditions. RAP is working with the Canaan Scholarship Fund to prioritize qualified students from marginalized rural and refugee communities whose parents did not attend college and disadvantaged students. Scholarship recipients commit to volunteer in community service programs for the four summers during their college years. This program integrates their work with an internship program where they bring international students to work in tandem with Palestinian students to work on farmer projects, thus we create future leaders. Since 2007, we have pledged 10 full scholarships a year.

## RIGOROUS SELECTION FOR ACADEMIC SUCCESS

The Scholarship Award Committee is composed of representatives of Canaan Fair Trade, the Palestine Fair Trade Association, and faculty members from major Palestinian universities. Previous years' scholarship recipients are now studying subjects ranging from English Literature to Engineering, with the 2007 award recipients getting ready to graduate and enter careers in their chosen fields.

In 2008, ten full four year scholarships were awarded: Hadeel Soboh, from the village of Berqin, spoke at the 2008 Olive Harvest Festival to the 2000 attendees. On behalf of the 9 women and 1 man awarded scholarships this year, she thanked Canaan for giving Palestine back its life through education. Hadeel is an engineering (architecture) student at An-Najah University.

In 2007, ten full four year scholarships were awarded: Abir Yassin the daughter of an olive farmer from our 'Anin cooperative, spoke at our 2007 Olive Harvest Festival on behalf of all the scholarship recipients. She is attending the Arab American University of Jenin and majoring in English Literature. There were 6 women and 4 men awarded scholarships this year.



## INVESTING IN OUR FUTURE

English major Ibtehal Ya'aqb, outside Canaan's facility in Jenin. Ibtehal's studies have been funded by the Canaan scholarship program.



Here are just a few stories from Fair Trade Olive farmers in the West Bank...



## ABU ADNAN ABED EL SALAM

Canaan Fair Trade Olive Oil Producer from the village of Faqua

### A NATURAL ENVIRONMENTALIST

Abu Adnan does not talk about a global movement to save the earth. He doesn't know much about Greenpeace or the Kyoto Protocol; but he does know everything about keeping his soil healthy and fertile, and the terraces he builds to protect his soil make his mountainous piece of land a visual paradise.

A farmer since childhood in his home village of Faqua in the Jenin district, Abu Adnan Abed El Salam, who is now 78 years old, has built over 60 terraces in his lifetime, one stone at a time. When people come to talk to him about the "new" trend of organic agriculture he smiles. "My grandfather, my father, and I have been planting trees all our lives without using any chemicals." He declares proudly, "I have a thousand olive trees, and I remove all the weeds from under each one of them with these bare hands. I never get tired."

He is aware that he could buy a bottle of pesticide for 70 shekels and get the job done in half a day, but such an idea would be considered criminal in his book.

### WORKING BY HAND

Using an old cycle and his bare hands, Abu Adnan, bends the weeds, cuts them, and piles them to carry for his sheep. "My sheep don't eat anything that doesn't grow in my land. Is there anything more beautiful than the land?"

### TRUE ROMANCE

And if you spend a day with him in his fields you would know that he is right. He and his wife, Siham, consider their days working together in the field to be the most romantic experience. They don't go out to the movies or to fancy dinners, instead they pick wild Zataar, sage, and grape leaves together. They take water breaks next to their well where Abu Adnan drops a bucket and brings out fresh clear rainwater for his wife to enjoy. Their snack is some grapes, a piece of bread, and zataar to keep them healthy. Depending on the season they eat wild Milk Thistle and Sinari, a wild thorn that has a crunchy and juicy stem that keeps ones body hydrated while working in the sun.

### RECONNECTING WITH THE TREES

The father of six children, Abu Adnan is proud to say that his eldest son, Adnan, who used to work as a day laborer inside Israel has

returned to the land and his daughter and her family, have joined the Canaan coop and are planting almonds and olives. Before Canaan started buying Abu Adnan's olive crop, Abu Adnan says that he came to a point where despite a life time of serving the trees he almost stopped loving them because no matter how much he took care of them he knew that at the end of the season he would have no where to sell his crops. Today, he says, "I reconnected to my love for the trees and I even planted new ones because I am encouraged and I know my hard work will be appreciated by people from all over the world. I will be rewarded by the end of the season. Why do you think I am spending all my days in the field? Because I want to offer Canaan the same healthy olives I eat in my home and I know there will be people who will buy and love them."

And now his sons and daughter who grew up knowing the smell of soil, the taste of cool rainwater from their father's well, and the taste of organic olives are continuing the family tradition of growing organic foods. This makes Abu Adnan happy because he says, "the day I die I will die in peace because I know that my children will be taking care of my fields."

### CONTENTED HEARTS

However, Abu Adnan's relationship to nature is not limited to taking care of his trees. He and his wife don't carry cell phones and they don't need watches to tell them when the day begins and when it ends. Their clock is the sun and when it comes up it is time for work and when it starts to fade away they load the weeds on their donkey's back and stroll down to their village enjoying an evening walk to their home where they cook a hearty dinner and prepare for the next days work. They both attribute their health and strength to their life style and what they describe as their "content hearts" because they believe that there is nothing more sacred than the humble meal and the simple life of the earth.



## RWADA KADER

Canaan Fair Trade Olive Oil Producer, Nos Ijbeel.

### LIVING BY THE SEASONS

Rawda, also known as Um Hamza, is popular in her village of Nos Ijbeel in the Nablus district. Her day begins at six in the morning with a cup of coffee, the morning news, and then feeding her chickens. Set on a beautiful hilltop, Um Hamza's house is surrounded by ancient terraces of olive trees, almonds, and an abundant amount of tumrac bushes that she plants each year. A fully sustainable farm, Um Hamza knows each season and what it entails. She plants beans amidst her trees and saves some of their seeds for planting the next year.

When walking in her well kept terraces one can indulge in the fresh taste of her produce that she loves to offer to her guests. Fava beans, wild oregano, olives, onions, garlic, lentils, wheat, tumrac, lettuce, cauliflower, and turnip greens are just some examples of the things she will make sure you try because she knows that her produce “has flavor”.

While Um Hamza still has to buy basics such as sugar from the market she is adamant that eating should be about enjoying and not just getting full. Her big blue eyes sparkle as she explains the benefits of eating vegetables in season. “Aside from the health benefits, there is the added appetite that comes from a year of joyful anticipation for your favorite fruit or vegetable.”

An artist at heart, Um Hamza loves literature and she is no stranger to the world of academia. She earned a degree in Islamic Law and went on to study Public Law before she returned to their village of Nos Ijbeel. That is when she started raising chickens as a way to survive. But today, Um Hamzas re-found love for the land is not just about survival it is a way of life that Um Hamza and her farmer coop in Nos Ijbeel are engaged in.

## ORGANIC ON PRINCIPLE

The only woman farmer in her coop, Um Hamza leads the other farmers in her village with vision and commitment to organic agriculture. When she thinks of people using pesticides or herbicide she feels outrage because she says “we endure occupation and political hardship, the only friend to us is the land so how can we poison it with chemicals?”

While Um Hamza lives alone with her only son Hamza, 13 years old, she also opens her home to other kids from the family who come to eat and study in her house. When asked how Canaan Fair Trade impacted her life, her smile widens as she speaks with gratitude. “I am a survivor and I will do what it takes to make ends meet but with the situation being so hard I almost lost hope in ever being able to market my olive oil. When Canaan Fair Trade approached me, I asked my brother to help me buy more land and I planted 2 acres of olive trees. Now I feel at ease, I know that every year someone will come and buy all my crops and that gives me so much emotional and economical stability.”

## SCHOLARSHIPS OFFER HOPE

Her son Hamza who loves drawing and architectural engineering is very excited about Canaan because he knows that doing well in school could qualify him for a scholarship from Canaan that would pay for his engineering career. His drawings that include tractor designs, schools, and farmland fill the heart with so much hope because it says that the new generation that once felt despair is finding encouragement through their parents work and their heritage. Unlike most young boys who aspire to move to the city and never come back to their village, Hamza is determined to further his education to better the lives of his farming community. The son of a tenacious woman, Hamza is very proud of his mother whom he says, “works harder than any man I know.”

He loves Canaan Fair Trade because since it started he began meeting more people from the outside world who come to visit his village and is proud to know that people in the U.S. and Europe love the olives his mother grows.

While Um Hamza appreciates much of modern technology she feels that it is a two edged sword “because even though technology has given us comfort it has taken away from people the appetite of eating.”

This is why she wants everyone to try her delicious olive oil because she is certain that once you taste her olive oil you will find your body reconnecting with your natural appetite for healthy foods!



## MUSTAFA AND SHAFaq JARAR

Canaan Fair Trade Olive Oil Producer, Jarar Family Farm

### FATHER OF THE TOWN

Mustafa Jarar is an organic olive oil producer from the village of Burqein in Jenin District. He is known in his village as Abu El Balad, a term in Arabic that literally translates as father of the town. It is used to describe a community elder who can solve feuds and problems between people in the village.

Taking after his father, Mustafa is indeed Abu El Balad and his counsel is sought after by almost everyone in Burqein. Since he started working with Canaan Fair Trade his home has become what his wife, Shafaq, calls an International Center. When people from other countries who are interested in organic olive oil and fair trade initiatives come to visit their village Mustafa and Shafaq offer their home.

Over the past four years the Jarar family hosted people from over five countries and they say this makes them very happy because through these visits they feel connected to the world. “We are always surprised how little people around the world know about us. Often people come here and they have bad ideas about who we are. When they stay with us, share our food, and pick olives with our family they start to feel at home.”

### WELCOMING THE WORLD

Mustafa and Shafaq’s son Mahmoud is very grateful for the olive oil business but he says for him it has nothing to do with the economic progress. He is happy that since Canaan Fair Trade started buying his family’s oil he has been able to tell the story of his people to the outside world. He says, “Before I never imagined that internationals cared to know anything about us. I never thought I could communicate with them because I am limited to Palestine. But when they started coming I developed friendships that have changed my life.”

Mahmoud who is a freshman at the American University in Jenin says he would like more internationals to come to Palestine “because we cannot go visit them so it means a lot when they come to visit us and learn about our lives.”

## REDISCOVERING HOPE

Mahmoud is one of six children in the Jarar family who are constantly being impacted by the cultural exchange olive oil trading has created. As youngsters they are not only finding excitement in meeting the world in their home but they are inspired to create more opportunities for their village. Mahmoud is organizing a youth group in the village of Burqein that wants to invite people to sports activities and historic tours of the Melkite Church of Burqein that is considered one of the oldest churches in the world.

In that same life-force, Mustafa feels that Canaan Fair Trade came at a crucial time in the lives of young people who were depressed. As the Burqein coop representative, Mustafa says that hiring young people to work in presses and encouraging them to work in their land has had a major social impact. On a personal level he explains that before Canaan Fair Trade, his eldest son stopped wanting to go to the field and his whole family became disheartened and would only go pick enough olives for the family to eat and they would leave the rest of the crop to waste.

## EMPOWERING WOMEN

Mustafa's wife, Shafaq, sees the social impact of participating in the fair trade coop from a woman's perspective. She says, "When Canaan Fair Trade started asking women if they want to work in making Maftoul the women were hesitant. Some women even said no because they were afraid that it would be socially unacceptable for them to work. Today, all the women want to make Maftoul and they wait for the Maftoul season with great anticipation."

The Jarar family olive oil is one of Canaan's finest olive oils. Due to their proximity to the Canaan Fair Trade olive press and the uniqueness of their land their oil is bottled as the Estate Olive Oil and is enjoyed by hundreds of people around the world. According to Mustafa this makes him feel very proud because he now knows that he is part of a global culture of organic producers. And as Shafaq likes to say, "I exist through my olive oil and for my family and I it is a source of income and high spirits."



## IMPORTANT FACTS ABOUT PALESTINE

- For thousands of years, the olive tree has been an integral part of the Palestinian landscape: a symbol of Palestinian identity, culture and tradition.
- Olive cultivation provides employment and income for around 100,000 farming families who are olive oil producers. Most are small-scale producers with needs for investment to improve their fields.
- 45% of the agricultural land in the West Bank is dedicated to olive production.
- 11 out of 100 under-five children suffer chronic malnutrition in 2010, including 11.3% in the West Bank
- The poverty rate in 2010 among Palestinian households in the Palestinian Territory was 21.4% in 2010
- Nearly 40% of the students in the West Bank were not enrolled in basic education in 2010

\*Stats courtesy of the Palestinian Central Bureau of Statistics and Oxfam International

# OLIVES OFFER HOPE FOR THE FUTURE IN PALESTINE

Posted on August 7, 2011 by On the Ground

Higher Grounds owner and On the Ground board member Chris Treter wrote this from Palestine, where he attended the annual olive harvest and celebration in 2009 and 2010.

At the young age of 14, Khadir Khadir was a day laborer in Israel working in plastic factories to help his family put food on the table. The life was difficult, many times he slept in the factory, away from his family months at a time. After nearly a decade, he returned home to the olive fields of his childhood.

Now 29, Khadir, with his wife, Nadis, and three children, is content to live the life of an olive farmer. "Now I can eat, sleep, and stay in my home with my family and no one tries to control where I am going. Today it is very difficult to be a worker in Israel – you have to be secretly snuck into the country paying 500 sheckles [\$150 dollars] for entry."

He is one of a burgeoning group in Palestine that have decided to keep the traditions of their elders and work the fields to offer a better life for his family and community in this small farming village in the mountains of the West Bank, Palestine.

His village, Nos Ijbeel, nestled in the foothills of the northern part of the West Bank, is a quaint town of about 350 residents. Many of them rely on the olive harvest for their livelihood. Olive oil is the main staple of any house in Palestine. Many Palestinian households consume about a liter of olive oil a week. Ninety-eight percent of the world's olive oil is grown in the lands surrounding the Mediterranean, and with the help of Cnaan Fair Trade and the Palestinian Fair Trade Association, many farmers throughout the West Bank now have their first opportunity to enter the export market and sell directly to gourmet companies such as Higher Grounds Trading Co.

Asked what the biggest barrier to becoming a successful farmer is, Khadir quickly and definitively says, "the Israeli occupation. Any project I want to do I must have their approval – even electricity and water. If I have no approval, it won't work. My only problem in life is that I am limited by what they decide I can do. We love to work, my wife and father and friends all work with me in the field. But, if the Israelis decide we can't export olive oil, then we will not have a stable income."

The act of growing and harvesting olives is not only preserving a traditional way of life in Palestinian communities, it also is a way for them to try to break free from the Israeli occupation by offering more than 100,000 Palestinians an income. With more than 10 million olive trees, olive cultivation accounts for 45 percent of agricultural land in the West Bank

and Gaza. 95 percent of olive production is used to produce olive oil.

According to a new Oxfam International report titled "The Road to Olive Farming: Challenges to Developing the Economy of Olive Oil in the West Bank," olive farming could have an increasingly positive effect on the Palestinian economy if the Israelis would lighten their restrictions and more investment was made available to growers.

"With limited investment, and simple changes in farming methods, Palestinian olive farmers could double their incomes and produce a consistent supply of high-quality olive oil able to compete at home and abroad," explains Jeremy Hobbs, executive director of Oxfam International. "Yet, such investments can have little effect unless Israel, which has occupied the West Bank since 1967, refrains from actions that restrict Palestinian farmers from access to their land and means of livelihoods, and to foreign markets."

Cnaan Fair Trade, the processor and exporter, and The Palestine Fair Trade Association (PFTA), the largest fair trade producers' union in Palestine, with over 1,700 small Palestinian farmers, are not waiting around for an end to the occupation to create direct markets for their specialty oil.

And Tony Blair, the former prime minister of the United Kingdom and now the economic development head of the Quartet agrees with this move. In a recent visit to Cnaan and the PFTA, he pronounced the olive oil project to be a showpiece of Palestinian economic development.

Meanwhile, Khadir and Nadis till the land Khadir's father has worked for a generation, selling 1,500 tons of olives to Cnaan to process as olive oil for export. They are content to be young farmers, but cautious of what lies ahead in the future.



"I am very happy on my land... I have no worries... Of course I dream that those who lost their olive fields to the Israel occupation could get their land back. But at a minimum I would like our people to have our own country that is self-ruling and free," Khadir says, looking behind him as his neighbors holler at us to get back to work.

As he and his family work their land, and politicians on both sides of the literal "wall" argue back and forth, we can see a pathway to a better future through fair trade and organic olive oil production. For this reason, Higher Grounds is proud to have expanded beyond our fair trade and organic coffee selection to offer extra virgin olive oil from Khadir and the members of the Palestinian Fair Trade Association.

Fair World Project and Canaan Fair Trade presents  
**A NEW TASTE OF PALESTINE**  
in conjunction with the Run Across Palestine  
**February 3-13, 2012**

Fair World Project and Canaan Fair Trade have developed a tour to discover the historical and cultural heritage, and share values of solidarity and exchange, respect and justice. We will visit its famous tourist places and discover the less known and off track places. We will experience the hospitality of its people and their customs by offering a unique opportunity to immerse yourself in the Palestinian society and to have a special eye from inside on the realities. Visit fair trade farmers using organic farming practices and witness first-hand the building of sustainable communities through fair trade cooperatives and businesses.

This tour is designed to promote the transmission of knowledge and experiences, to promote know-how and to give the opportunity to civil society organizations, cooperatives, institutions and individuals to speak for themselves. You will learn and have the opportunity to discuss integral human rights issues with Palestinian and Israeli organizations. Responsible tourism also allows us to participate in the local development of the Palestinian and Israeli peace process by promoting local resources and supporting collective and individual initiatives.

The tour will meet with the runners that are participating in the Run Across Palestine to celebrate and show solidarity in their mission to raise funds and awareness for the plight of Palestinian olive farmers who have been displaced from their ancestral farms due to the ongoing conflict in the region.

Finally, it is a place where people in the heart of the event, by connecting between visitors and Palestinian and Israeli actors and stakeholders, build bridges and act as a vehicle for information and exchange.

February 3-13, 2012

11 Days & 10 Nights | Hotel 3/4 stars & families  
2 Meals per day | Comfortable  
Transportation | Tour Guides  
Exchanges & Meetings

**Tour Price: \$2000 per person**  
\$400 single room supplement

Itinerary: Jerusalem Al Quds – Hebron Al Khalil – Beit Um-mar – Aida Refugee Camp – Bethlehem – Jericho – Taybey – Ramallah – Bani Zayd – Mazare Al Nubani – Nablus – Jabal Nablus – Sabastya – Nusf Jbail – Burqin – Jenin – Jerusalem Al Quds

**PRICES INCLUDE:**

- Airport Transfers on Day 1 & 11
- Private Transportation for program activities
- Tour Guides including translations for program activities
- 3/4 Star Accommodations and Guest Family Housing based on double occupancy (\$400 single occupancy supplement)
- 2 meals per day (Breakfast and Dinner)
- Entry fees to sites mentioned in program
- Preparatory reading materials

**PRICES DO NOT INCLUDE:**

- Air Transportation
- Beverages in extra & Alcoholic drinks
- Lunches except when with farmers
- Personal expenses
- Tips for guides & drivers

\*Prices can be adjusted for consequential changes in exchange rates (\$/ILS).

Register online and pay a non-refundable deposit of \$400 by October 15, 2011.

Register online at [www.fairworldproject.org](http://www.fairworldproject.org) or Contact: Ryan Zinn ([ryan@fairworldproject.org](mailto:ryan@fairworldproject.org)) with any questions about this trip or call toll-free 800-631-9980

For full itinerary and more info go to <http://www.fairworldproject.org/index.php?c=tours>

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The Fair World Project's mission is to promote organic and fair trade practices and transparent third-party certification of producers, manufacturers and products, both here and abroad. Through consumer education and advocacy, FWP supports dedicated fair trade producers and brands, and insists on integrity in use of the term "fair trade" in certification, labeling and marketing.  
[www.fairworldproject.org](http://www.fairworldproject.org)



Canaan Fair Trade consolidates a large number of small scale producers joined in village-based cooperatives and networked nationally so that small farmers can benefit from sustainable and long term advanced market opportunities such as selling to supermarket chains across Europe. Through the Palestinian Fair Trade Association, we've created a model of cooperation – over 1700 farm families joined together to pool their resources. We are affording an opportunity for a large number of farmers to earn a living, sustain their relationship to their land, and provide a future for their children.  
[www.canaanfairtrade.com](http://www.canaanfairtrade.com)