

# Launch of world's first Fairtrade Olive Oil, made from Palestinian olives

Submitted by: Neo Creative

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Major announcement for Fairtrade Fortnight (<http://www.fairtrade.org.uk/>) from UK Company

A pioneering British company is marking Fairtrade Fortnight (23 Feb – 8 March) with the launch of the first ever Fairtrade-certified Olive Oil and Olives, direct from Palestinian farms. UK business Zaytoun CIC (<http://www.zaytoun.org/>) ([www.zaytoun.org](http://www.zaytoun.org)), a Community Interest Company, created a market for Palestinian olive oil in 2004, importing the products direct from farming communities, and is launching a Fairtrade-certified range in the British marketplace this week.

The oils and olives, which are also Soil Association certified, are now available nationally from a wide range of health food shops, delicatessens, and online stores including Whole Foods Market and [ethicalsuperstore.com](http://ethicalsuperstore.com). For stockists, visit [www.zaytoun.org/sellers/](http://www.zaytoun.org/sellers/)

- Zaytoun Organic Fairtrade Olive Oil retails at £4.29 for 250ml; £7.99 for 500ml; £10.78 for 750ml, and £60.69 for 5 litres
- Zaytoun Organic Tree-Ripened Black Olives cost £5.39 for 300g
- Zaytoun Organic Nabali Green Olives cost £2.81 for 200g

Zaytoun Olive Oil is described by wine and food writer Malcolm Gluck as: "One of the least aggressive yet pungently attractive olive oils I have tasted. It is in the rich nourishing class of the best of the fruity Sicilian, Cretan, and northern Spanish oils and its beautiful green cloudiness bespeaks of care and judicious handling."

Founders of Zaytoun, Heather Masoud and Cathi Pawson, join the farmers in Palestine every year to help them bring home the olive harvest. All of Zaytoun's Fairtrade olive oil is made from organically grown fruit, extra virgin and first cold pressed. The name 'Zaytoun' is taken from the Arabic word for olive.

Palestine, the land where olive oil cultivation began, is the first and only country to be exporting olive oil and olives carrying the Fairtrade Labelling Organisation (FLO) (<http://www.fairtrade.net/>) mark. The olive tree and its produce are of key cultural and economic importance to Palestinian people, and the soil and climate produce some of the world's highest quality olive oil.

Zaytoun CIC is offering small-scale farmers, often working under extremely difficult conditions, not only a fair price and a chance to expand and improve their production, but also the opportunity to sustain a livelihood with dignity and security. Zaytoun is committed to making a tangible difference, maintaining close links with producers, working to organise volunteer teams to help out with the harvest every year and ensuring that proceeds from sales here in the UK are directed where they are needed most.

Four members of the Zaytoun farming community will be travelling from Palestine to Britain during Fairtrade Fortnight) to speak at a number of events and tastings across the UK, talking about their lives and the importance of Zaytoun olive oil to their livelihoods.

Heather Masoud, co-founder of Zaytoun CIC says the company expects the UK market to welcome such a high quality, ethically produced product: “The oil in many ways speaks for itself. As well as being green and peppery, many of those who taste it describe it as ‘warm’ – a word that can also be used to describe the people who grow this unique product. We’re very proud to be bringing the first ever Fairtrade Olive Oil to the UK, as we know that the UK consumer is now well aware of the importance of buying Fairtrade products, knowing that not only have they been ethically produced without exploitation, but they’ll also be top quality products that exceed the all important taste test.”

Abu Suleiman, one of the Zaytoun Palestinian farmers producing the oil says he and his colleagues are delighted that their oil will be available in the UK: “The olive trees root and anchor us in our land, provide a sense of belonging, home and hope, investing in olive oil is investing in our future.”

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For product samples, images or interviews with the Palestinian farmers and representatives of Zaytoun CIC, For product samples, images or interviews with the Palestinian farmers and representatives of Zaytoun CIC, contact Caroline Farrow at Neo on [caroline@neocreative.co.uk](mailto:caroline@neocreative.co.uk) or 01273 600500. Alternatively, contact Tracey Hollom on [press@neocreative.co.uk](mailto:press@neocreative.co.uk) or 01925 210349.

Notes to Editors:

About Zaytoun: Zaytoun CIC was established to support marginalized Palestinian farming communities. As a non-profit company our primary objectives lie with the welfare of the producing communities. We invest in empowering farming communities and developing the agricultural infrastructure in Palestine.

Fairtrade Fortnight Events: Taysir Arabasi, Zaytoun Director, Nasser Abufraha, Director of Canaan Fair Trade and Mahmoud Issa President of Palestine Fair Trade Producers’ Company will be in the UK from 21st February to 7th March to launch the Fairtrade certified Palestinian olive oil and to talk about the situation for farmers in Palestine. They will be available for interview at the following Fairtrade events:

- London: Ready, Set. Go Fairtrade, Sunday 22 February, 11-4, Riverside Walkway, Southbank. Launch event for this year’s Fairtrade Fortnight.
- Exeter: Thursday 26 February, Global Centre, Exeter Community Centre, EX4 3RG
- Glasgow: 28 & 29 February, Fair Trade Experience, Glasgow Royal Concert Hall, Glasgow G2 3NY
- Reading: 5 February, 6pm, RISC World Shop, 25-29 London Street, RG1 4PS,
- Dublin & Belfast: Info to follow

Please contact us if you would like to attend any of these sessions