

# SUPPORTING PALESTINIAN LIVELIHOODS

Rooted in Time  
& Tradition



These fairly-traded Medjoul dates are sourced from Palestinian farms around the ancient city of Jericho, an occupied area which is seeing vast tracts of land illegally confiscated by the Israeli government. They are a vital source of income for Jordan Valley farmers who are striving to grow trade opportunities in order to retain their own land, while facing daily struggles in accessing their water resources.

## HALAL & TAYYIB

Trade justice is an important principle in Islam and can be put into practice by breaking your fast with ethically sourced dates from marginalised Palestinian farmers.

*“Deal not unjustly, and you shall not be dealt with unjustly”*

Surat al-Baqarah 2:279



## WHAT YOU CAN DO

#BuyPalestinian

Your actions can make a tangible difference to Palestinian livelihoods:

1. **Buy Palestinian ethically-sourced products** this Ramadan and year round. Check that your dates are not from illegal settlements.
2. **Spread the word to your community**, friends and family about your positive engagement with Palestine and encourage your local shop to stock Zaytoun products.
3. **Sponsor tree planting**. Olive trees are a vital source of income for small-scale farmers in the West Bank. £20 will support the planting of 5 trees via Trees for Life, a programme managed by the Palestine Fair Trade Association. [More info: www.zaytoun.org/plant\\_a\\_tree.html](http://www.zaytoun.org/plant_a_tree.html)
4. **Visit Palestine**. A trip to Palestine is a life-changing experience and a great way to connect with Palestinian farming communities whose freedom of movement is restricted. [More info: www.zaytoun.org/visit\\_palestine.html](http://www.zaytoun.org/visit_palestine.html)
5. **Sign up to our newsletter:** [www.zaytoun.org/news.php](http://www.zaytoun.org/news.php) We send out one monthly mailing with our latest news, campaigns, news from Palestine, and events around the UK.

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# ENJOY AND SHARE THE FRUITS OF PARADISE THIS RAMADAN

Break your fast this Ramadan with fairly traded Medjoul dates sourced from Palestinian sun-drenched palm groves. Known as the “king of dates” because of their plump flesh and rich caramel flavour, they make a delicious, ethical gift for friends and family.

By buying Zaytoun Medjoul dates you are supporting Palestinian farming families in the Jordan Valley to make a sustainable living and helping them face the challenges of the military occupation and expanding Israeli settlements.

Israeli dates are cheaper because they are grown predominantly on vast tracts of illegal settlements that have been operating for decades on a mass scale of production, whereas Palestinian farmers receive no state subsidies and face restrictions on movement, resources and access to water.



## Where can you buy Zaytoun Medjoul dates for Ramadan

Zaytoun Medjoul dates are available nationwide. To find a distributor near you please visit [www.zaytoun.org](http://www.zaytoun.org) or order online from [www.premcrest.co.uk/zaytoun-palestinian-medjoul-dates-seasonal-5kg-x1](http://www.premcrest.co.uk/zaytoun-palestinian-medjoul-dates-seasonal-5kg-x1)

**ZAYTOUN** is a UK social enterprise founded to support Palestinian farmers through fair trade. 100% of our profits are reinvested into furthering this mission. Our range is both a celebration of the exceptional quality produced in Palestine, and a means of sustainable livelihood for the growers.



## Enjoy your dates

Medjoul dates will best maintain their quality best if kept refrigerated or frozen. In ambient conditions, the contents should be stored in an airtight container once opened and consumed within 2 weeks. Otherwise, the dates could dry out, skin separation can increase, and sugar crystals may form as a white substance on the skin. This is not mould and will not affect the flavour, however if you prefer you may gently warm or rinse the dates and the crystals will dissolve.

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