

# ZAYTOUN PROFILES

**Taysir Arbasi** Zaytoun Palestinian Director



Taysir is a community leader and Zaytoun's director in Palestine. He lives in Salfet district which is an area highly dependent on olive cultivation and one which has seen much of its rich agricultural resources stolen through the construction of the illegal settlements. He has been working with community agricultural projects for over 15 years and is an advocate of the power of fair trade in supporting community resilience.

Taysir is active in the support of farmers in the Jordan valley, working on enabling their access to basic services including water, and supporting their income generation through advocacy and development projects.

**Zaytoun** is a Community Interest Company and a social enterprise, and was founded to support Palestinian farmers through fair trade. 100% of the profits are reinvested into furthering this mission.

Since its beginnings in 2004 Zaytoun has worked closely with the Fairtrade Foundation, and in 2009 we launched the world's first Fairtrade olive oil. This was also the first Fairtrade certified product from Palestine.

The Zaytoun range has grown to include Medjoul dates, za'atar, Fairtrade almonds and the Great Taste Award winning organic maftoul and smokey freekeh. The exceptional quality of these products, despite the obstacles presented by the illegal occupation, is testament to the resilience of Palestinian people and their rich culinary heritage.

*"Olive farming is about heritage, it's not just about money. We inherit this land from our parents and we give it to our children."*

**Belal Eid, Jorat Amra Cooperative**



## THE FACTS

### Zaytoun

Established in 2004 with the first imports of Palestinian olive oil.

Zaytoun olive oil became the world's first Fairtrade certified Palestinian product in 2009.

### Zaytoun products

Fairtrade olive oil, Fairtrade almonds, Medjoul dates, zesty herb mix za'atar and Great Taste Award winners 2017 organic maftoul and smokey freekeh.



[www.zaytoun.org](http://www.zaytoun.org) | 0207 832 1351 | [contact@zaytoun.org](mailto:contact@zaytoun.org)

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# THE STORY OF ZAYTOUN

In the wake of the second intifada, Palestinian producer communities suffered economic hardship and isolation from the world community. We saw a role for fair trade in a conflict zone as a way not only to secure sustainable livelihoods for Palestinian farmers but also to allow those farming communities a voice in the wider world: to speak of their rich history and heritage and their lives as farmers, families, landowners and traders.



In 2004 many farmers were forced to sell their olive oil to Israeli traders at below cost price. Farmers are now being paid a fair price for their organically grown produce and the additional Fairtrade premium paid to the cooperative allows for further development and training.

Women are also well supported by Fairtrade olive oil sales. Because of the restrictions of the occupation, many men are unemployed, and women have increasingly found themselves bringing in useful household income from farming their lands.

Since the early days, Zaytoun has imported and distributed well over 500 tonnes of olive oil to a mixture of retail and wholesale customers, in addition to a strong core of regional fair trade and Palestine solidarity groups. Zaytoun olive oil is used for anointments by cathedrals across the UK including St Pauls in London, and many faith groups order sell the oil at local stalls as part of a message of inter-faith peace promotion.

Zaytoun is available from Oxfam, Traidcraft, Planet Organic, Whole Foods Market, Selfridges and independent retailers. For a full list of retailers and wholesalers visit [www.zaytoun.org](http://www.zaytoun.org).

## Visit Palestine

Every year, Zaytoun organises trips to Palestine for its supporters and customers. These trips are timed to coincide with the annual olive harvest in October.

[www.zaytoun.org/visit\\_palestine.html](http://www.zaytoun.org/visit_palestine.html)



## TREES FOR LIFE

Zaytoun supports an olive tree planting project which is run by the Palestine Fair Trade Association (PFTA). The PFTA farmer co-op produce the olive oil, maftoul, almonds and freekeh which Zaytoun sells.

Farmers interested in participating in the project apply through Palestine Fair Trade Association coordinators. Allocations are based on the following, a farmer must:

- Own land suitable for the number of trees applied for
- Demonstrate capacity to care for and nurture trees
- Be ready to prepare land for a collective tree planting day
- All trees must be planted on the day they are delivered.

Priority is given to farmers who:

- Have lost trees to Israeli destruction
- Farm small areas
- Are women landowners interested in farming
- Young starter farmers who have inherited or acquired land.

£20 pays for 5 olive tree saplings (3 years old) to be planted in Palestine. Find out how to take part by clicking on our website:

[www.zaytoun.org/plant\\_a\\_tree.html](http://www.zaytoun.org/plant_a_tree.html)

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