Vision & Values

To remain a profitable, ethical social enterprise

To offer high quality products which delight and inspire our customers

Through fair trade, to sustainably support the livelihoods of the largest possible number of Palestinian producers

To relate the stories of Palestinian farmers and the challenges to their livelihoods

To joyfully celebrate Palestinian culinary and cultural heritage

To offer our customers and supporters tangible connection to the lives of Palestinian farming families
In 2017 Palestinians marked 100 years since the Balfour Declaration, 50 years of illegal occupation, and 10 years of siege of Gaza.

Those anniversaries served as painful reminders not only of the absence of a resolution to the plight of Palestinians living under occupation but also of the alarming rate at which illegal settlements are growing and eating up land and precious resources. Tensions in the region came to a boiling point when the US administration announced plans to move its embassy from Tel Aviv to Jerusalem, dealing what felt like a final blow to any hopes Palestinians may have had for a just peace.

Despite these obstacles, Palestinian producers steadfastly continued to create high quality products that excite a demanding UK public. Their resilience, and care and love for the food they create was celebrated in 2017 when both freekha and maftoul won a Great Taste Award. These nuts are distinguished by their variety, a Palestinian speciality named Om al-Fahem that is rain-fed and characterised by its large size and creamy flavour. Supported by the burgeoning demand for these almonds and their derivative products, significant investment is going into planting new trees in Palestine. To support this initiative, we collaborated with Oxfam GB to re-introduce Zaytoun’s Fairtrade caramelised almonds in a more attractive festive box format. We were delighted to see a significant increase in sales as a result.

Alongside this festive success, we worked with our friend Gemma Bell and her team to deliver a Christmas PR campaign which exceeded our expectations, with excellent coverage in Christmas gift guides across mainstream media publications. The campaign highlighted our seasonal roasted almond launch and our Medjool dates as the ideal gift for discerning lovers of good food.

As our company evolves, so does our team. After a well-deserved sabbatical, our Communications Manager and co-founder Cathi Pawson opted to continue for involvement on an ad hoc basis and to remain an active director on our board. Having initially joined our team as a sabbatical cover for Cathi, we were delighted to appoint Bridget Cowan as Zaytoun’s new Communications Manager.

Towards the end of 2017 we had the pleasure of welcoming Richard Friend and Mazen Araft to the board. Richard is responsible for food safety and product development at Fairtrade pioneer Fullwell Mill. Tropical Wholefoods, and Mazen comes from a financial markets background and has worked for a Gaza-based NGO supporting food-processing initiatives. Together they offer valuable oversight and a depth of experience to support the executive team.

Though each year brings challenges and changes, our work continues driven by the needs of Palestinian producers balanced by our capacity and our ability to remain a sustainable, responsible, and commercially viable business. Our priority is to be agile and responsive to enable us to remain relevant to customers and producers alike.

We are proud to have been short-listed for the Soil Association’s Best of Organic Market (BOOM) Award and to come in as a finalist in Social Enterprise UK’s 2017 award for International Impact. Our gratitude for the recognition and celebration of our company is matched by our appreciation of the opportunity to broaden the narrative on Palestine and engage new audiences.

As the story of our company reached new ears, we continued to develop our product range, as well as to focus on our existing products as the flagships for the exceptional quality and sustainability of the supply chain in Palestine. Consumer interest in environmental and social sustainability has grown, resulting in rising worldwide demand for products such as our Fairtrade almonds. We are delighted to appoint Gemma Bell to the board. Richard is responsible for food safety and product development at Fairtrade pioneer Fullwell Mill.

Tropical Wholefoods, and Mazen comes from a financial markets background and has worked for a Gaza-based NGO supporting food-processing initiatives. Together they offer valuable oversight and a depth of experience to support the executive team.

Our company’s performance is defined less by profit and turnover, and more by the impact of our trading activity: fair prices for the largest possible number of producers; employment opportunities provided by our suppliers; supporting a product or activity that keeps Palestinian food heritage alive. Our driving purpose is the achievement of our mission - it is where our unwavering focus lies and where all our profits are reinvested.

In 2017 we purchased close to £1m worth of products and services from Palestine. As our turnover reached just under £3m. After a financially sobering 2016 and with the Brexit process continuing to present uncertainties, our budget for the year was conservative. We stretched our resources to overcome supply chain issues and supplier price increases to end the year in profit. As ever, the commitment and passion of our UK customers has been the bedrock of our success and sustainability over the year.

In a year which at home included the terrible tragedy of Grenfell tower and the news that so many refugees failed to find a safe haven in the UK, the effects of displacement and dispossession felt very real to us as a team.

For me, personally, the words Palestine, Refugee, Syria, EU and UK are central to my identity.

In 1948, Syria welcomed my father as a refugee from Palestine. 18 years ago Britain welcomed me as a European citizen living in the UK and a descendant of a Palestinian refugee to Syria. I hold on to the hope that amongst the political turmoil, the British government that will nevertheless stand up to its responsibilities and say Refugees Welcome.

As a team, we are all motivated to continue to offer products and services that can make a difference to the lives of both our producers and our customers. We were touched to hear from some of our customers their appreciation for not only the quality of our products but for our offering of a brand that plays a meaningful role in their lives. It is with valued partners like this that we are building a company to last, that will continue to connect people across continents, generations and communities.

Manal Ramadan White
Managing Director
As a social enterprise, our ultimate goal is to support small-scale farmers in Palestine. Small farmers across the world struggle to make ends meet, but Palestinian farmers face disabling odds in the 60% of the West Bank that is under full Israeli control and is home to some 400,000 Jewish settlers.

A U.N report in late 2016 stated the Israeli occupation has "set in motion a continuous process of de-agriculturalization and de-industrialization, thereby depriving the Palestinian people of their ability to produce and cultivating dependence on aid and on Israel’s economy." By World Bank estimates the restrictions imposed by the occupation including those on movement of people and goods, on foreign investment, and the confiscation of land and water, deprive the Palestinian economy of potential agriculture revenue of $700 million.

Most Palestinian farmers need special permits to access their land between the Barrier and the Green Line, which has been declared a ‘closed area.’ For those granted permits, access is channelled through some 84 gates, of which only 9 open daily; 10 open some days during the week and during the olive harvest; and 65 only open during the olive harvest, prohibiting year-round access. Data collected by OCHA from 2014-2017 in the northern West Bank show that the yield of olive trees in the area between the Barrier and the Green Line has reduced by approximately 65% in comparison with equivalent trees in areas which can be accessed all year round.

As a social enterprise, our ultimate goal is to support small-scale farmers in Palestine. Small farmers across the world struggle to make ends meet, but Palestinian farmers face disabling odds in the 60% of the West Bank that is under full Israeli control and is home to some 400,000 Jewish settlers.

A U.N report in late 2016 stated the Israeli occupation has "set in motion a continuous process of de-agriculturalization and de-industrialization, thereby depriving the Palestinian people of their ability to produce and cultivating dependence on aid and on Israel’s economy." By World Bank estimates the restrictions imposed by the occupation including those on movement of people and goods, on foreign investment, and the confiscation of land and water, deprive the Palestinian economy of potential agriculture revenue of $700 million.

Most Palestinian farmers need special permits to access their land between the Barrier and the Green Line, which has been declared a ‘closed area.’ For those granted permits, access is channelled through some 84 gates, of which only 9 open daily; 10 open some days during the week and during the olive harvest; and 65 only open during the olive harvest, prohibiting year-round access. Data collected by OCHA from 2014-2017 in the northern West Bank show that the yield of olive trees in the area between the Barrier and the Green Line has reduced by approximately 65% in comparison with equivalent trees in areas which can be accessed all year round.

SETTLEMENT GROWTH AND LAND CONFISCATION

While illegal Israeli settler agricultural start-ups receive prioritized access to water, export markets and development rights, the Israeli occupation is destroying the centuries-old pastoral life of Palestinian farmers.

A December 2016 report by the Israeli human rights group B’tselem said Israeli settlements have overtaken a half-million acres of former Palestinian lands in Israel-controlled Area C, which was placed under full Israeli control in the 1990s accords. B’tselem state that 200,000 to 300,000 Palestinians live in Area C which accounts for over 60% of West Bank land and more than 66% of its grazing land, yet is not accessible to Palestinian producers.

Meanwhile, Israeli settlement agriculture rose 35 percent, by World Bank estimates, with growing exports to Europe and Russia.

WATER

Israel and the Palestinian territories fully share two water systems: the Western (or Mountain) Aquifer and the Jordan River Basin. The Western Aquifer comprises 60% of Israel’s overall water sources and is located in the occupied West Bank. Israel consumes over 80% of this source’s annual production of water for use inside its borders or in its settlements, while less than 20% is allocated for Palestinians who must import over 50% of their water from Israel, at a high price.

A July 2017 bilateral agreement effectively increased the amount of water that the Palestinian Authority could buy from Israel, thereby reinforcing Israel’s control and allocation of water resources rather than addressing Israeli restrictions on Palestinian access to water and control over the development of infrastructure needed to address a growing water crisis in the occupied West Bank.

In early 2017 Palestinian liaison committees around the areas of Tulkarm and Qalqilya declared a partial strike, refusing to apply for access permits for farmers with land in the ‘seam zone’ – the areas between the official Palestine-Israel border of the Green Line and the Israeli separation wall.

New rules by the Israeli administration had come into force, stating that no permits would be granted for plots smaller than 330 square meters, because there is no ‘sustainable agricultural need’ for such plots. At the same time, family lands were increasingly fragmented because of the increasing Israeli restrictions on land access for extended family members. Farmers reported to Haaretz and NGOs that ever fewer family members are getting permits as ‘employees’ - the number of permits for agricultural employment fell from 12,282 to 9,856 from April 2016-2017. By 2017 there was also an increase in Palestinian landowners requesting permits, perhaps because in order to get access to land for harvesting and tending crops, they split their land among their heirs.

2017 OLIVE HARVEST

As in previous years, the incidence of violence and intimidation of Palestinian farming families by Israeli settlers increased at the time of the olive harvest. In addition, Israeli settlers stole olives from Palestinian farmers, and flooded Palestinian olive trees with sewage water. Coordinator of the Israeli Rabbis for Human Rights organization Zakaria al-Sidda, witnessed one such flooding of olive orchards near Elon Moreh illegal colony. He added that the Palestinian owners of the olive orchards near Elon Moreh illegal colony. He added that the Palestinian owners of the olive orchards near Elon Moreh illegal colony. He added that the Palestinian owners of the olive orchards were isolated from their lands, only being allowed to reach them twice a year through special permits and coordination. The coordinator also stated that the settlers have unrestricted access to the orchards, and had already picked many olive trees in the area and stolen the produce.

References

2. Occupied Palestinian Territory (segmented: Gaza and Jericho), Israel, March 2017
5. https://www.washingtonpost.com/world/middle_east/small-farmers-struggle-worldwide-but-palestinian-farmers-really-have-it-rough/2017/03/20/903475e8-ee56-11e6-a100-fdaaf400369a_story.html?utm_term=.f08aa12d732a
2017 HIGHLIGHTS

Our monthly newsletter and social media are our main communication channels. We also work with a diverse range of partners including wholesalers, retailers, campaigning groups, artists, charities, social media influencers, cooks and chefs to broaden the narrative about Palestine and highlight the quality of the products. Some of the highlights this year included the following:

AWARDS
- Zaytoun Organic Maftoul won a Great Taste Award star
- Zaytoun Smoky Freekeh won a Great Taste Award star
- Zaytoun Olive Oil was shortlisted for the Nation’s Favourite Organic Product category for the Soil Association’s BOOM (Best of Organic Market) Awards
- Zaytoun was nominated for the International Impact category in Social Enterprise UK’s award for 2017.

“...simple but complex flavour of the maftoul. It’s nutty, earthy and savoury, and very, very tasty.”
- The Great Taste Award judges

OLIVE HARVEST TRIP WITH BRITISH CONSULATE
During the olive harvest we collaborated with the British Consulate in Jerusalem, and invited eco-chef, Tom Hunt, and food writer and Great Taste Award judge, Felicity Spector, to Palestine to promote it as a place to visit and a place to do business with. They stayed at a boutique hotel in Bethlehem run by chef Fadi Kattan and helped to cook a pop-up supper. They also visited date farms in the Jordan Valley, and on the last day Tom visited our supplier Canaan Fairtrade where he learnt to make maftoul with Bassema Bahameh from Anza Cooperative - the producer whose visa was denied for Fairtrade Fortnight.

CAMPAIGNS
Zaytoun took part in the following campaigns:
- The #BuySocial and Christmas campaigns organised by Social Enterprise UK
- Organic September organised by the Soil Association
- Fairtrade Fortnight and #FairtradeChristmas organised by the Fairtrade Foundation.

SHOWS AND EVENTS
Shows and events use a considerable amount of resource, both financial and staff-time, and so we focus on shows which offer access new markets or help us to re-engage with existing support.
- The London Muslim Lifestyle Show
- The Halal Food Show
- BBC Arabic Festival
- The Triodos Annual Meeting
- The House of Lords
- The Social Enterprise day at Borough Market
- The St John’s Eye Hospital Christmas Fayre

MEDIA COVERAGE
We invested in a Christmas campaign, working with food and chef PR Gemma Bell to promote the new gift packaging of the Caramelised Almonds as well as a Christmas hamper. The results were impressive with coverage in The Observer magazine, Country and Town magazine, The Evening Standard and the Time Out Christmas Guide, and on social media posts by influencer cooks and chefs.

PRICE PROMOTIONS
We supported these retail customers with promotions:
- Oxfam
- Traidcraft Online shop
- Planet Organic
- Whole Foods Market
However, at the last minute their visas were denied on the grounds of their insufficient personal income and lack of family dependents to prove sufficient ‘ties to their home country’. Despite having submitted their application process before Christmas, and the Consular decision having been made on 18th January, Bassema and Lamis were told they could not be informed of the final decision until 22 February, just two days before they were due to leave on their journey. This meant they didn’t have time to submit additional paperwork in support of their claim and they were unable to travel.

Visits to the UK are important in strengthening the connection between customers and producers, and they also help to overcome the sense of isolation felt by so many Palestinian communities under occupation. In the spirit of solidarity, we asked our customers to send messages of support to Lamis and Bassema on Twitter and Facebook, and to lobby their MP as part of a campaign to act on promises to open up Britain for trade with the rest of the world. Luckily, Taysir Arbasi, our Advocacy and Liaison officer in Palestine was granted a visa and most of the planned events went ahead with members of the Zaytoun team covering them. Where possible Bassema and Lamis joined in via Skype.

Over two weeks, we spoke at many public meetings, universities, colleges, schools and shops, and joined a social enterprise workshop. We joined up with Think Global, held a public Palestinian dinner with Holme Valley Fairtrade, did interviews with the Waterford One World Centre in Ireland, spoke at events for International Women’s Day, joined in with a Fairtrade tea and talked to students at Worcester University on the Sustainable World module followed by a talk on Food Security at the University’s Beacons Centre. Taysir also completed his own tour of shops, universities and local groups who held talks in village halls far and wide.

Connecting producers with customers in the UK is a cornerstone of the Zaytoun mission, and so we were looking forward to welcoming Palestinian Fairtrade producer Bassema Barahmeh and Canaan Fair Trade marketing assistant Lamis Zamzam on their first visit to the UK for a packed schedule for Fairtrade Fortnight.

Visits to the UK are important in strengthening the connection between customers and producers, and they also help to overcome the sense of isolation felt by so many Palestinian communities under occupation. In the spirit of solidarity, we asked our customers to send messages of support to Lamis and Bassema on Twitter and Facebook, and to lobby their MP as part of a campaign to act on promises to open up Britain for trade with the rest of the world. Luckily, Taysir Arbasi, our Advocacy and Liaison officer in Palestine was granted a visa and most of the planned events went ahead with members of the Zaytoun team covering them. Where possible Bassema and Lamis joined in via Skype.

Over two weeks, we spoke at many public meetings, universities, colleges, schools and shops, and joined a social enterprise workshop. We joined up with Think Global, held a public Palestinian dinner with Holme Valley Fairtrade, did interviews with the Waterford One World Centre in Ireland, spoke at events for International Women’s Day, joined in with a Fairtrade tea and talked to students at Worcester University on the Sustainable World module followed by a talk on Food Security at the University’s Beacons Centre. Taysir also completed his own tour of shops, universities and local groups who held talks in village halls far and wide.
PALESTINE TRIPS AND TOURS

The Zaytoun trips to Palestine for the olive harvest are full of food and friendship as the groups travel the country and spend time with producers, farmers and cooks. This year we ran three trips:

TASTE OF PALESTINE TOUR

The highlights of this food-focused trip included visits to El Beir Arts and Seeds, showroom and home to Palestine’s Heirloom Seed Library, the wine-producers of the Cremisan Valley, the Walled Off Hotel and a tour of Aida camp with a cooking session. The group also visited palm groves in the Jordan Valley, enjoyed a city tour of Nablus and ate the world famous local dessert ‘kunafeh’. A visit to Nazareth with a stop off at the Liwan Culture Café, and then time at Canaan with a picnic in the olive groves, picking olives and learning how to roll maftoul rounded off a very full tour.

“…The week was very well planned to give us a balance between the awful difficulties the Palestinians face and the wonderful history and culture of their land. Picking olives, the visit to Um Samad’s house were real highlights, as was seeing the Sebastiya olive press in action and eating at night on the terrace. For me it was just an amazing week.”

Gillian, Harvest Tour 2017

PROTECTIVE PRESENCE TRIP

For the 10th year the Friends of Madama and Burin coordinated a team of volunteers to support Palestinian farmers bringing home their valuable olive harvest. The aim was not just to pick olives, but also to be with the farmers in case of Israeli settler or army harassment. The group met in Jerusalem before setting off to the West Bank by public transport. There the group split up so that they could be hosted in different villages for the 2-week stay.

“We accompanied one family for three days, working flat out picking the olives. Children from the settlement upturned sacks of olives, sewage seeped down into the groves and when fires broke out, the Palestinian fire brigade had to ask the IDF for access permission. Working alongside our hosts allowed us to witness at first hand the oppression, and use this to subsequently testify to others the meaning of the occupation”.

Esther, Kafr Qadum.

HARVEST TOUR

This year eight people joined the annual harvest tour, which offers the opportunity to meet with many of the communities who supply our products. From the date palms of Jericho to the olive groves of Jenin as well as visits to organisations who work on behalf of these communities against the injustices of the Israeli occupation, participants took part in a whistlestop tour to understand more of the challenges and opportunities facing Palestinian farming communities.

“…We accompanied one family for three days, working flat out picking the olives. Children from the settlement upturned sacks of olives, sewage seeped down into the groves and when fires broke out, the Palestinian fire brigade had to ask the IDF for access permission. Working alongside our hosts allowed us to witness at first hand the oppression, and use this to subsequently testify to others the meaning of the occupation”.

Esther, Kafr Qadum.

TREES FOR LIFE

Zaytoun’s customers continue to be the largest single group of donors to the Trees for Life programme.

This tree-planting scheme run by the Palestine Fair Trade Association (PFTA) offers UK supporters the opportunity to take positive action to support farmer livelihoods in Palestine, and provides an ethical gift alternative for religious and seasonal celebrations.

The PFTA provided olive and almond saplings to farmers, and this year for the first time also offered 800 Jojoba seedlings and regenerative farming and landrace seeds, with the aim of improving the condition of the top soil through sustaining an active biological life year-round.

During 2017...

22,646 trees were distributed to 257 farmers
SUMMARY FINANCIAL HIGHLIGHTS
For the year ending 31st December 2017

PROFIT AND LOSS ACCOUNT

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover</td>
<td>1,259,891</td>
<td>1,341,954</td>
</tr>
<tr>
<td>Cost of sales</td>
<td>(939,789)</td>
<td>(1,057,894)</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>320,102</td>
<td>284,060</td>
</tr>
<tr>
<td>Other income</td>
<td>8,684</td>
<td>16,883</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(279,019)</td>
<td>(287,708)</td>
</tr>
<tr>
<td>Operating Profit</td>
<td>48,867</td>
<td>13,635</td>
</tr>
<tr>
<td>Interest received and paid</td>
<td>(4,650)</td>
<td>(12,747)</td>
</tr>
<tr>
<td>Profit before tax</td>
<td>44,217</td>
<td>888</td>
</tr>
<tr>
<td>Tax paid</td>
<td>(8,607)</td>
<td>(278)</td>
</tr>
<tr>
<td>Profit for the year</td>
<td>35,610</td>
<td>610</td>
</tr>
</tbody>
</table>

BALANCE SHEET

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixes assets</td>
<td>324</td>
<td>826</td>
</tr>
<tr>
<td>Investments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total fixed assets</td>
<td>324</td>
<td>826</td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stock</td>
<td>149,246</td>
<td>107,047</td>
</tr>
<tr>
<td>Debtors</td>
<td>249,036</td>
<td>159,082</td>
</tr>
<tr>
<td>Cash bank and in hand</td>
<td>101,439</td>
<td>76,499</td>
</tr>
<tr>
<td>Total current assets</td>
<td>499,721</td>
<td>442,628</td>
</tr>
<tr>
<td>Creditors falling due within one year</td>
<td>(157,941)</td>
<td>(119,990)</td>
</tr>
<tr>
<td>Net current assets</td>
<td>341,780</td>
<td>322,638</td>
</tr>
<tr>
<td>Total assets less current liabilities</td>
<td>342,104</td>
<td>323,464</td>
</tr>
<tr>
<td>Creditors falling after more than one year</td>
<td>(168,396)</td>
<td>(185,366)</td>
</tr>
<tr>
<td>NET ASSETS</td>
<td>173,708</td>
<td>138,098</td>
</tr>
<tr>
<td>CAPITAL AND RESERVES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Called up share capital</td>
<td>20,042</td>
<td>20,042</td>
</tr>
<tr>
<td>Profit and loss account</td>
<td>153,666</td>
<td>118,056</td>
</tr>
<tr>
<td>Shareholders’ funds</td>
<td>173,708</td>
<td>138,098</td>
</tr>
</tbody>
</table>