ENJOY AND SHARE THE FRUITS OF PARADISE THIS RAMADAN

Medjoul dates are known as the “King of Dates” because of their plump size and rich caramel succulence. High in fibre, potassium and natural sugar, they are a nutritious way to break your fast and make a wonderful gift for family and friends.

JERICHO’S FINEST MEDJOUL DATES
These dates won a prestigious Great Taste Award in 2018. Both gourmet and wholesome, they are a perfect sweet treat with a cup of coffee, an indulgent addition to desserts and stews, delicious stuffed with nuts or served on a cheeseboard.

ESSENTIAL MEDJOUL DATES
The dates in our Essential range are larger than Jericho’s Finest dates but have a puffier appearance and a lighter brown colour due to their more relaxed skin. They should be eaten shortly after purchase and kept refrigerated in an airtight container. If you decide to keep them longer, they may dry out but will still be ideal for cooking or baking.

Our Essential dates have become a best-seller in our range, particularly during Ramadan, because they offer customers a large fruit at an affordable price with the same luxurious succulence as Jericho’s Finest.

MEDJOUL DATES ARE A 100% NATURAL FRUIT
Please open the date and remove the stone before eating. Due to the high natural sugar content, with time sugar crystals may form as a white powder-like substance on the surface; 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.

The full range of Zaytoun fine foods from Palestine includes organic Fairtrade olive oil, za’atar, freekeh, maftoul and almonds.

www.zaytoun.org | 0207 832 1351 | contact@zaytoun.org

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Thank you for choosing to buy our fairly traded award winning Medjoul dates from the sun-drenched palm groves of Jericho.

These 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 the daily struggles of living under military occupation and the threat of expanding Israeli settlements.

Israeli dates are often cheaper because they are grown predominantly on 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.

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.

WHAT YOU CAN DO

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.

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.

5. **Sign up to our newsletter:** We send out one monthly mailing with our latest news, campaigns, news from Palestine, and events around the UK.

For more information please visit [www.zaytoun.org](http://www.zaytoun.org)