



Fairtrade Olives and Climate Change



Zaytoun Fairtrade Extra Virgin Olive Oil is a rich and peppery cold-pressed Palestinian oil. It is delicious for dressings, all kinds of cooking and is made from hand-picked olives that are pressed on the day of picking. The olives are naturally organic and ethically sourced from small scale farmers on the West Bank of Palestine. Olive oil is an integral part of the Palestinian economy and culture with the production that goes back 5,000 years and olive trees that have been passed through generations of the same family.

Working with the Palestinian farmers in small-scale cooperatives, Zaytoun delivered the world's first Fairtrade certified olive oil in 2004. When the price of oil plummeted, many farmers had no access to global markets. By selling through Fairtrade, thousands of farmers and their families were able to access sustainable, long-term contracts and gain a higher price for their oil. Zaytoun also supports these communities in other ways, such as by planting trees and organising trips for international visitors.

At an awards ceremony in Berlin (2016) the UK-based social enterprise Zaytoun won the Fairtrade Global Trader Award for its "vision, courage and persistence" in enabling olive oil producers in Palestine to sell their oil internationally and overcome restrictions resulting from conflict in the region.

Manal Ramadan, from Zaytoun said: "Fairtrade has transformed the lives of over 2,500 olive farming families, guaranteeing them the sale of their entire crop at a fair price. Our challenge now is to grow the demand for the olive oil to enable thousands more families to join the movement and reap the benefits of this sustainable ethical trade model."

Draught and rising temperatures are affecting the olive industry with harvests reduced by 50%. Counter actions include irrigation and pruning trees so that less water is required.

Olive farmer, Riziq Abu Nasser, (shown above), visited Devon for Fairtrade Fortnight 2009.

Devon Development Education, The Global Centre, Exeter Community Centre,
St David's Hill, Exeter, EX4 3RG Tel/Fax 01392 438811 dde@globalcentredevon.org.uk
www.globalcentredevon.org.uk

Charity Registration No: 1102233, Company no: 4824296

