



Dear Friend,

We're inviting you to participate in an exciting new project with Palestinian farmers in the West Bank. Equal Exchange has worked with our partner the Palestinian Agricultural Relief Committee (PARC) to assemble a Palestinian Farmers' Box of food products for you to pre-order for yourself, your congregation, or your organization. We have been purchasing organic extra virgin olive oil from PARC small-scale farmers for many years, and are hoping that in the future we'll be able to contribute to even greater economic independence for farmers by finding new markets for them. The goods in the Farmers' Box are produced in spite of limited water, climate-induced droughts, and other constraints imposed by the occupation.

Through our partnership with PARC, we're able to provide the following exceptional products that will not be available either in our online store or traditional stores.

- **Maftoul**, a hand crafted whole wheat cous cous, made in the traditional way in a Palestinian women's cooperative (800 gm or 28.2 oz)
- **Za'atar**, a fragrant blend of thyme, sumac, and sesame seeds to be used in olive oil dipping or for cooking (400 gm or 14.1 oz)
- **Freekeh**, a toasted green wheat which is cooked and used as a side dish, or to stuff meats or large vegetables like squash (800 gm or 28.2 oz)
- **Almonds**, roasted and salted, almonds in a partial shell which can be opened by hand for snacking (250 gm or 8.8 oz)
- **Medjoul dates**, the most succulent dates you will ever taste, for snacks, baking, or cooking (500 gm or 17.6 oz)

With your box of products, you'll receive directions on how to use each item, recipes, and information about the Palestinian farmers who produced them.

This is a one time pre-order offer only

The total price of the Farmers' Box is: \$50 plus shipping. The cost of exporting these items requires that we reach 1,000 orders. At this time we're seeking firm commitments from individuals and organizations in order to reach this goal. Once we've reached this amount we'll contact you to let you know that we're ready to receive your payment. We'll also tell you when the order is shipping and when it's expected to arrive (likely 10-12 weeks after placing the order). If we don't receive 1,000 orders, we will notify you that we were unable to pursue this initiative at this time.

To participate follow the directions below before March 31, 2018

1. Go to equalexchange.coop/farmers-box
2. Fill in your name street address (no PO boxes), email, and telephone number
3. Fill in the number of Palestinian Farmers' Boxes you are committing to buy

Shortly after the deadline of March 31, we will alert you if we have reached our goal of 1,000 pre-orders. If we're successful, we'll then provide all of the relevant information for payment via credit card and shipping.

Please spread the word about this effort to assist Palestinian farmers on the West Bank. And while you're at it, think about purchasing some PARC olive oil from our webstore at shop.equalexchange.coop/oliveoil.

Thank you,

Your friends at Equal Exchange

Small Farmers. *Big Change.*