

Trees for Life
Palestine Fair Trade Association (PFTA)
Jenin, Palestine

In partnership with Canaan Fair Trade customers worldwide, PFTA is launching the Trees for Life campaign that will plant tens of thousands of olive trees in Palestine. This campaign is part of PFTA and partners efforts to empower Palestinian farmers and enhance their economic and production capacities. Trees for Life will plant thousands of olive trees in Palestine every year in the period between Tree Day (February 15) and Land Day (March 30). Beside its development aspect, this program helps connect the Palestinian farmers and producers in the fair trade movement in Palestine to the grassroots fair trade movement in Europe and North America in a meaningful way. It is a medium to connect the Palestinian grassroots to the grassroots solidarity they have worldwide. The Trees for Life project is solely funded by grassroots movements abroad and solely invested in the Palestinian grassroots fair trade movement in Palestine.

PFTA's and partners in Europe and North America are committed to finding many ways to benefit farmers in Palestine. This project will help offset the enormous destruction of trees by the Israeli army, Israeli settlers, and the Israeli segregation wall in Palestine in order to keep Palestine livable and keep Palestinian roots alive in the land of Palestine. Trees for Life will provide individual Palestinian farmers with 25 to 50 new olive tree seedlings (3 years old) to plant and nurture in order to renew their decimated groves.

The 2006 Campaign:

The Trees for Life project will include 25 villages in the year 2006 in Jenin, Nablus, Salfit, and Ramallah areas. From each village there will be 15 farmer participants in the project. Each farmer will be provided with 25 to 50 trees. This years' project will include a total of 375 farmers and plant 15,000 olive trees.

Recipient Selection:

Farmers that are interested in participating in the Trees for Life tree planting project fill out an application through PFTA coordinators in the village or directly at the PFTA office in Jenin at Al-Nakhil Building, third floor. All applications will be reviewed by the PFTA office in Jenin and allocations will be granted based on meeting the following conditions and according to the approved priorities:

- 1- Applicant must be a certified member of the Palestine Fair Trade Association program for the production of olive oil. If a new farmer, applicant must demonstrate readiness to become fair trade certified and be willing to implement fair trade guidelines.

- 2- Applicant must own a land suitable for the number of trees applied for.
- 3- Applicant must demonstrate capacity to care for and nurture trees.
- 4- Applicant must be ready to prepare land for a collective tree plantation day that will be set for the specific village. All trees must be planted the day of delivery. Representatives of PFTA will deliver and distribute the trees and insure prompt planting. Farmers must have land ready and dug prior to delivery.

Priority will be given to the following applicants:

- 1- Small farmers
- 2- Farmers that have lost trees to the Israeli destruction and uprooting war machines.
- 3- Women that own their own land and are interested in farming.
- 4- Young starter farmers that have inherited or acquired land.

PFTA representatives will visit all participant farmers in June, check on the care of the trees, and assess needs for watering over the summer months to insure the survival of the trees. If farmer would require assistance to water trees in the summer, such needs will be addressed by PFTA.

Together we keep Palestine alive.