



## KAIROS: Canadian Ecumenical Justice Initiatives

### *Economic Advocacy Measures :*

*Options for KAIROS Members for the Promotion of Peace in Palestine / Israel*  
(January 2008)

### Section 3: Promoting Peace through Informed Choices (Page 9)

#### **B. Promotion of Palestinian products and services**

KAIROS' members and the KAIROS network have had a long-standing association with the promotion of fair trade coffee and other consumer measures which encourage a just distribution of resources and simultaneously educate consumers. **Promoting Palestinian fair trade and community-based products and services can be a means of economic solidarity with Palestinians while offering concrete education to Canadians about the causes of the conflict and engagement for peace.**

**The olive tree has become a central image for Palestine just as the olive branch is a global symbol for peace. Olive oil is Palestine' most profitable cash crop and supports over half the population.** The effects of the Israeli Occupation are devastating to Palestinian farmers and, in turn, for the entire economy – a central cause for despair. Israeli military “zones” in the Occupied Palestinian Territories have ploughed under many olive trees. The separation wall destroyed nearly half a million trees and has isolated their owners from many more.

Accordingly, some **Canadians working for a Just Peace in the Middle East have been purchasing and distributing Zatoun olive oil and other olive oil products as a means of advocating for economic justice for the Palestinian people.** Other products and services such as those provided by the Holy Land Handicraft Cooperative Society to Ten Thousand Villages stores, products of the Holy Land Artisans from Taybeh, and Four Corners (Canada Lutheran World Relief ) also promote consumer consciousness about the plight of the Palestinian economy, while showcasing the rich diversity and capacity of Palestinian producers.

Another area of economic advocacy relates to the service industry. KAIROS member churches' publications often contain advertisements for Holy Land tours, and church members participate in Holy Land pilgrimages. We can educate our church membership about alternatives such as the Alternative Tourism Group in Ramallah, using church run and owned facilities, often located inside the OPT, and encourage participation in exposure visits and alternative travel experiences such as those offered by our partners.

KAIROS could assist its members by gathering information on products and services which work to promote justice and peace in the Middle East, and making them known to the churches and their congregations.

#### **Options:**

- (a) That **KAIROS members use their meetings, events and other avenues to which they may have access, to promote the purchase and distribution of products and services from the Occupied Palestinian Territories, such as those from the Zatoun organization,** Holy Land Handicraft Cooperative Society, Holy Land Artisans, and the Alternative Tourism Group from Ramallah, both to assist the Palestinian people, and as a means of educating church members and others about the situation under Occupation. (Recommendation 2.3, page 20.)
- (b) That **KAIROS staff encourage KAIROS' local networks to use their meetings, events and other avenues to which they may have access, to promote the purchase and distribution of products and services from the Occupied Palestinian Territories, such as those from the Zatoun organization,** Holy Land Handicraft Cooperative Society, Holy Land Artisans, and the Alternative Tourism Group from Ramallah, both to assist the Palestinian people, and as a means of promoting awareness of the situation under Occupation. (Recommendation 1.1, page 19.)
- (c) That **Kairos consider ways of assisting such fair trade and community-based organizations to publicize their products and services to potentially interested audiences in Canada.** (Recommendation 1.2, page 19).