

PROFILES

Vivien Sansour, Media manager, Canaan Fair Trade

Zaytoun CIC sources from a number of different cooperatives in Palestine via a few processors and exporters. Canaan Fair Trade is our major supplier, sourcing from farmers involved in the Palestine Fair Trade Association

Vivien Sansour is the Media & Promotions Manager for Canaan Fair Trade, based in Jenin, Palestine. As a life style writer and photographer, she is capturing the stories of the farmers of the Palestine Fair Trade Association for the wider world.

She will bring her photos and stories of Palestinian farmers and agriculture, and the story of how Canaan Fair Trade has empowered 1700 farmers and their families in its short history. *"Fair trade is helping our farmers reconnect to what is beautiful about their communities."* She says.

Vivien was Communications Manager/Life and Culture Specialist at The Institute for Middle East Understanding (IMEU) prior to joining Canaan. Vivien is an activist and organizer. She has been involved in social justice issues and organizing communities in Honduras, India, Uruguay, Palestine, Colombia, and the United States. She is frequently invited to participate in panels, shows, conferences, and civic events to speak about the Palestinian experience. Vivien has also served as the Peace and Justice Director at All Saints Episcopal Church in Pasadena, California.

Vivien was co-founder and producer/writer for the Los Angeles based non-profit ImaginAction where she organized and led the wildly successful Olive Tree Circus to tour Palestine in 2008. The Olive Tree Circus used humor, play, music and art to help Palestinian farmers access their olive fields during the olive harvest.

Vivien is a native of Beit Jala, Palestine where she grew up under Israeli military occupation. After immigrating to the United States she earned both a B.A. in Political Science with a minor in Theatre Arts, and an M.A. in International Studies with a focus in Anthropology from East Carolina University. She is interested in Agriculture as a form of resistance. In the Canaan Fair Trade spirit Vivien tells the stories of *Insisting on Life*. While she lives between Los Angeles and Jenin, Vivien dreams of having her own sustainable farm one day in her hometown of Beit Jala, Palestine.



Vivien Sansour



THE FACTS

Canaan Fair Trade

Location: **Jenin, Palestine**

Established: **2004**

Processor and
Fairtrade partner

