

Fairtrade Fortnight 2026

21st September - 4th October

Rooted in Time
& Tradition



FAIR. EVEN WHEN NOTHING ELSE IS.

Palestinian farmers carry a rich heritage of land stewardship stretching back generations - growing almonds, olives, wheat and dates that are central to their livelihoods and their connection to the land. They also farm under occupation, facing restrictions on movement and access to land and water, alongside land confiscation, settler violence and the destruction of crops and trees. These pressures have intensified dramatically in recent years.

Despite this, farmers continue to tend their land, harvest their crops and produce food of outstanding quality, drawing on farming knowledge passed down through generations. With local markets increasingly strained, farmers rely more than ever on access to international markets, particularly on Fairtrade terms, which help them secure sustainable and dignified trade relationships and fair prices.

This Fairtrade Fortnight, our ask is simple: Do it Fair - for Palestinian farmers, for planet, for fair pay.

One exceptional almond. Three irresistible twists.



Every autumn, we take our wonderful Om al-Fahem almonds and give them a seasonal makeover.

Slowly roasted and packed in three irresistible flavours - Caramelised, Chilli and Smoked - our Fairtrade roasted almonds are back for a limited time.

Made for sharing, snacking and gifting - although we won't judge if you keep them to yourself.

[Try them here](#)

Celebrating the Original



Before the chilli, caramelised and smoked came along, there was always the luxurious raw Om al-Fahem almond. Large, crunchy and exceptionally creamy, it's delicious just as it is. No embellishment required. It's the original behind our whole almond range – the OG, if you like.

Named after the Palestinian town where the variety originates, Om al-Fahem is a rain-fed tree variety, well adapted to the local climate. Grown by farmers in northern Palestine with rain, sunshine and generations of farming knowledge, the almonds are picked and shelled by hand, then sun-dried to capture the sweetness of the summer season.

We've always thought they were rather special. Great Taste Award judges agreed, praising their "pure flavour" and calling them "an excellent example of an almond in its raw state."

And they're Fairtrade certified.

Fairtrade helps farmers access international markets on fairer terms and build more secure livelihoods from what they grow. So when you choose Zaytoun's Fairtrade almonds, you're enjoying an exceptional almond while helping Palestinian farmers continue to farm their land.

[Shop almonds now](#)

Meet Mohammad Irsheid

We catch up with Mohammed Irsheid, an almond farmer, during this year's harvest to see how the Om al-Fahem almond is grown and picked — and to hear directly from him about what Fairtrade means to Palestinian farmers today.

Some of you may remember Mohammed from his visit to the UK for Fairtrade Fortnight 2015. And now, 11 years on, we're back with his story from the land itself.



An olive oil worth of a gold star

Freshly crowned with a Great Taste Award, our Palestinian olive oil is pressed from hand-picked, rain-fed olives grown by small-scale farmers in the West Bank - the same farmers, the same trees, the same relationships we've built over more than twenty years. It has the distinctive warmth and peppery finish that has made Zaytoun olive oil a favourite for two decades.

Our current stock is between certifiers, so it doesn't carry the Fairtrade or Organic mark this season - but nothing else about how it's sourced has changed. Read the full certification story.

Drizzle it. Dip into it. Cook with it. Or simply tear off a piece of good bread and taste why the judges loved it.

[Buy olive oil now](#)



You love the olive oil. Help plant the next harvest.

Every almond and every bottle of olive oil begins with a tree. Some of Palestine's olive trees have stood for centuries, tended by generations of the same families. Yet across the West Bank, trees and agricultural land continue to be destroyed and damaged, while demand from farmers for new saplings is growing. If you've enjoyed our almonds or our oil, you've already tasted what these trees make possible. Now you can help plant what comes next.

A sapling planted today will become food, income and a connection to the land for years to come.

[Plant a Tree.](#)

Find our full Fairtrade Fortnight details and resources here