

# ENJOY AND SHARE THE FRUITS OF PARADISE THIS RAMADAN

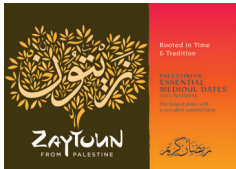
Medjoul dates are known as the “King of Dates” because of their plump size and rich caramel succulence. High in fibre, potassium and natural sugar, they are a nutritious way to break your fast and make a wonderful gift for family and friends.



## JERICO'S FINEST MEDJOUL DATES 5KG

These dates won a prestigious Great Taste Award in 2018. Both gourmet and wholesome, they are a perfect sweet treat with a cup of coffee, an indulgent addition to desserts and stews, delicious stuffed with nuts or served on a cheeseboard.

Average weight per fruit 13-17g. Available in 250g, 500g and 5kg boxes.



## ESSENTIAL MEDJOUL DATES 5KG

Our Essential dates have become a best-seller in our range, particularly during Ramadan, because they offer customers the same luxurious taste as Jericho's Finest at a more affordable price. This is because they have a slightly puffer appearance and a lighter brown colour due to their more relaxed skin. They should be kept refrigerated and eaten shortly after purchase so they maintain their succulence.

Average weight per Medium fruit 13-17g. Available in 5kg box.

Average weight per Jumbo fruit 18-28g. Available in 800g and 5kg boxes.

## MEDJOUL DATES ARE A 100% NATURAL FRUIT

It is advisable to open the date and remove the stone before eating. Due to the high natural sugar content, with time sugar crystals may form as a white powder-like substance on the surface: this is not mould and will not affect the flavour, however if you prefer, you may gently warm or rinse the dates and the crystals will dissolve. This fruit should be consumed immediately after purchase; if kept longer it may dry out, but will still be ideal for cooking or baking.



Zaytoun exists to support Palestinian producers through fair trade, and 100% of our profits are reinvested into this mission.



Our range of Palestinian fine foods includes Fairtrade olive oil, za'atar, freekeh, maftoul and almonds.



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# SUPPORTING PALESTINIAN LIVELIHOODS



Thank you for choosing to buy our ethically-sourced Medjoul dates from the sun-drenched palm groves of Jericho.

These succulent dates are grown by Palestinian farmers in the Jordan Valley, an occupied area where vast tracts of land are being confiscated by the Israeli government and where the illegal occupation affects every aspect of daily life.

You may come across cheaper Medjoul date brands, but these often originate from illegal settlements that benefit from subsidies and economies of scale. In contrast, Palestinian growers receive no such support and must contend with costly restrictions on movement, water, and other essential resources.

Under Israeli occupation, Palestinian farmers in the Jordan Valley face severe water shortages, as the majority of resources are diverted to illegal settlements. Once a thriving hub for fruits and vegetables, particularly bananas and citrus, the region's groundwater has become increasingly saline due to over-extraction by settlements and its proximity to the Dead Sea. Farmers are also forbidden from harvesting rainwater and denied permits to drill new wells, leaving them with water unsuitable for most crops. Many have been forced

to abandon farming altogether. Medjoul date palms, however, are able to withstand a certain level of salinity, making them one of the few viable crops in this region. Beyond income and employment, they offer Palestinian communities the means to hold on to their farmland.

As a result, Medjoul date farming has become one of the largest and most significant sectors in Palestine, enabling communities in the Jordan Valley to retain their farmland and creating tens of thousands of jobs. It has driven growth and employment beyond agriculture, in related industries such as printing, packaging, refrigeration, storage, and transport, making it a cornerstone of the Palestinian economy.

Since autumn 2023, tens of thousands of workers have lost their jobs, weakening local purchasing power. With the inability to supply Gaza for two harvests and increasing dangers in the West Bank, the local economy is on the brink, worsening the challenges for our suppliers. Access to foreign markets is now critical. As one supplier puts it: ***"Thank goodness we can still export."***

All Zaytoun Medjoul date boxes are printed and packed in Palestine.



## HALAL & TAYYIB

Trade justice is an important principle in Islam and can be put into practice by breaking your fast with ethically sourced dates from marginalised Palestinian farmers.



## WHAT YOU CAN DO

#BuyPalestinian

Your actions can make a tangible difference to Palestinian livelihoods:

1. **Buy Palestinian ethically-sourced products** this Ramadan and year round. Check that your dates are not from illegal settlements.
2. **Spread the word** to your community, friends and family about your positive engagement with Palestine and encourage your local shop to stock Zaytoun products.
3. **Sponsor tree planting:** Olive trees are a vital source of income for small-scale farmers in the West Bank. You can support the planting of new trees via donations to the Trees for Life programme managed by the Palestine Fair Trade Association.
4. **Receive regular news updates:** We send out a monthly newsletter and occasional mailers, keeping you up to date with news from Palestine, products and events.

For more information please visit [www.zaytoun.uk](http://www.zaytoun.uk)

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