

Alter Eco Launches Two New USDA Certified Organic, Fair Trade Certified, Carbon Neutral Extra Virgin Olive Oils at Whole Foods Markets Nationwide

(San Francisco, CA) April 15 2009 (FoodBizDaily) - As today's news headlines are adorned with controversial reports of the Middle Eastern oil crises, Alter Eco produces hope with their new Middle Eastern oil. Finally, a breath of fresh air, Alter Eco's 100% organic, fair trade Extra Virgin Olive Oils from Palestine are certified carbon neutral -the first Middle Eastern oil to benefit people and the planet.

Launched April 1st, Alter Eco's Extra Virgin Olive Oils are now on the shelves of every Whole Foods Market store nationwide. Offering the highest quality olive oil available, fair trade industry leader Alter Eco teams with Whole Foods Market- the world's largest supplier of natural and organic foods - to bring Alter Eco's 'Mild' and 'Robust' Extra Virgin Olive Oils from the Canaan Fair Trade Cooperative in Palestine to the kitchens of U.S. consumers.

Alter Eco puts hope and trust back on the table with their Mild and Robust premium Extra Virgin Olive Oils. Planted, picked, and processed by fair trade cooperatives in Palestine, Alter Eco selects the highest quality olives, with perfectly balanced flavor, aroma, and acidity while maintaining their fair trade commitment to help empower and transform marginalized rural communities into unified cooperatives. Supporting fair trade production of such goods ensures product quality, sustainable farming practices, and cross-cultural, interfaith, multi-ethnic collective progress.

In the store, Alter Eco's new line of Palestinian oils stands out for its gourmet quality, fair trade labeling, and positive social and environmental initiatives. Competitively priced at \$19.99, Alter Eco Extra Virgin Olive Oil comes in two SKUs, Mild and Robust, each in beautifully packaged 12.7 oz glass bottles that feature faces and profiles of the dedicated farmers who make the product possible. In addition to the rich, uniquely delicate taste, each bottle directly supports a better life for farming families through fair trade prices, direct trade, community development, and environmental stewardship which benefits up to 1,700 farmers. Having an over 30% increase in farmer revenue over conventional prices translates into the financing of scholarship funds, micro loans for women's empowerment programs, and olive tree planting -all documented by the Alter Eco- Meter .

The difference in Alter Eco's organic, fair trade olive oil can be tasted in its freshness and purity; and recognized for Alter Eco's dedication to providing ethical, Fair Trade Certified products that are both delicious and practical.

"We are a team of Fair Trade visionaries and food-loving explorers on a mission to connect the shopper to our farmers and their honest, ethical foods," says Edouard Rollet, co-founder of Alter Eco USA. "We are dedicated to providing the purest, most flavorful olive oils of the highest quality, while being socially and environmentally responsible."

One can visit any Whole Foods Market store to experience the global taste of Alter Eco's Extra Virgin Olive Oils.

The New Middle Eastern Oil - Good Taste, Good Karma

Intense and filled with hope, Alter Eco's Robust Extra Virgin Olive Oil is a great finish to any dish. Perfect for drizzling over vegetable, meats, fish and for use with dipping bread, the strong flavors are an excellent addition to any meal. Fruity and filled with peace, Alter Eco's 'Mild' Extra Virgin Olive Oil is exceptional for cooking. Great in sauces, soups, and as a subtle vinaigrette, Alter Eco's Mild Extra Virgin Olive Oil has smooth, fruity flavor and quality you can count on.

Carbon Zero Certified

Alter Eco Extra Virgin Olive Oil is carbon neutral. The carbon emissions resulting from the existence of the product are offset by Alter Eco. Everything from packaging and manufacturing, to product transportation, and even the car emissions of sales representatives has been quantified and offset. The carbon offset program is carried out by Acopagro, an Alter Eco cocoa farming cooperative in the Amazon. Farmers at Acopagro are planting trees according to the amount of carbon emissions that result from business activities.

About The Canaan Fair Trade Cooperative:

The Canaan Fair Trade Project is an inspiring story of 1,700 small farmers regrouped in village cooperatives throughout Northern Palestine. Together, they have overcome many obstacles to create opportunities and gain access to global markets. Alter Eco's fair trade olive oils finance community projects and provide social and economic empowerment to rural Palestinian communities caught in conflict. The people of the Canaan cooperative are focused on revitalizing their communities by rebuilding hope and the promise of a sustainable future.

About Alter Eco

Alter Eco products are cultivated using sustainable farming methods that preserve the local agricultural biodiversity. The Alter Eco brand reflects diversity in the faces, shapes, colors, landscapes, traditions, and cultures of the small farmers who cultivate them. Each product has a unique story and an authentic fragrance that will take gourmet enthusiasts on a journey of discovery from the kitchen, to the Himalayas, Palestine, Bolivia, Switzerland, and beyond. For more information on Alter Eco, please visit www.altereco-usa.com.