

This boycott initiative aims to build political power and unity in our community of Little Arabia by having businesses sign on to boycott under the BDS framework against the Israeli food industry & other companies complicit in the occupation to reduce economic support for the occupation by reducing imports of Israeli products to the US. This initiative will unify community members, Little Arabia patrons, business owners and workers around Palestine based organizing.

Our Goal:

1. To work together against a common target and increase our collective impact by making Little Arabia free from Israeli goods.
2. To strengthen our grassroots connections and movement relationships by engaging in joint action in a coordinated manner.
3. To cause direct economic damage to the Occupation by reducing imports of Israeli products to the US.

Our Process:

We are meeting with all food related businesses in Little Arabia to engage their understanding and application of boycott under the BDS framework. We plan to empower our business owners and workers through resources and materials with the intention of making these resources simple and accessible. We will offer owners alternatives to replace the Israeli goods as well as do our part the best we can to offer support throughout the process.

Why is Boycott Important?

Boycotts, and specifically food boycotts, have been employed throughout history to use economic pressure as leverage against entities perpetrating injustice. Through this initiative, we are doing our part in de-normalizing Zionist efforts and profiteering in our community which will cause direct economic damage to the occupation by reducing imports of Israeli products to the United States.

Case Study:

Background: Why a Food Boycott?

Boycotts, and specifically food boycotts, have been employed throughout history to use economic pressure as leverage against entities perpetrating injustice.

Although unconstitutional BDS laws have been passed in certain states in recent years, the right to boycott is still protected in the United States.

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Examples:

Communist-led "bread boycotts" during the Great Depression;

Boycott of companies involved in apartheid South Africa, as part of the broader boycott called for by the African National Congress;

Palestinian, largely women-led, boycott of Israeli products during the First Intifada.

Perhaps the most famous example in US history is the "Delano grape boycott" of the 1960s. After Filipino agricultural workers, under the leadership of Larry Itliong and Philip Vera Cruz, went on strike against grape growers in the Delano, California area, Cesar Chavez led a group of mostly Mexican counterparts to join. A new union, the United Farm Workers, was formed. The workers, operating at the intersection of the oppressive systems of capitalism and racism, gained little in the first two years of the strike.

Dolores Huerta led the subsequent UFW national boycott of California table grapes. Organizers and volunteers (the latter of which were often US college students) fanned out across the country to influence consumers to boycott table grapes and pressure retailers into only selling union grapes. Volunteers passed out flyers at stores and engaged shoppers as they entered, and canvassed to build support. The boycott began in 1967, and by 1969 US grape sales dropped between 30% and 40%. An estimated 14 million people boycotted the grapes, and many stores adopted a "union grapes only" policy. In 1970, the major grape growers in the area agreed to negotiate with the UFW, and the union's first contract was developed.

There is much more to be said about the UFW strike and boycott, including the UFW's later rightward shift – especially vis a vis undocumented immigrants – and the deteriorated conditions under which agricultural workers labor today. Still, the success of the boycott is instructive for our purposes:

The boycott engaged and mobilized a nationwide network that reached into local communities;

Because it was based on food, the issues were made tangible and intimate for consumers;

Retailers were convinced that complying was in their economic interest; and

The boycott was a sustained movement rather than a brief episode.

These are all elements we wish to incorporate into #NoAppetiteForApartheid.

By boycotting Israeli Food Products we work towards further de-normalizing Zionist efforts/profitteering in our community which causes direct economic damage to the occupation by reducing imports of Israeli products to the US.

Our Focus:

Sabra

Sabra is a joint venture between **PepsiCo** and the **Strauss Group**, an Israeli food company that provides financial support to the Israeli army. Their support for the occupation forces has included participation in the "adopt a soldier" program, in which they sponsored the Golani brigade, notorious for its human rights violations. Strauss removed information on their support for the occupation forces from their website in 2010, amidst a wave of boycotts of Sabra.

The company name "Sabra" comes from the Hebrew term for Zionist settlers born in Palestine, claiming a culture of Jewish "nativeness" or self-indigenizing to the land. Sabra's rebranding of hummus food as Israel is part of a larger trend of cultural appropriation of Palestinian food to try to erase Palestinian culture.

Sadaf

Sadaf is directly implicated with the IOF & US military. In turn the **Soofer** family participates in community centers and temples that constantly feature Israel and the need to support the settler colony. Sadaf sources the majority of its food items from Occupied Palestine— ranging from canned goods, spices and herbs, and grains. Sadaf coopts and appropriates Palestinian indigenous culture and appropriates regional cuisine and profits on Palestinian food culture. Sadaf utilizes Arabic phrases and writing to gain entry to our communities while fabricating Israeli recipes.

Sadaf is a client of **Israel Discount Bank** in New York for firms with needs in Israel such as offshore money management. Its headquarters are in ethnically cleansed Yafa (colonially known as "Tel Aviv"). Israel Discount Bank-New York was established immediately after the Nakba and specialized in all aspects of food and beverage, particularly linking enterprises to other businesses or to consumers.

Israeli Dates

There are five major Israeli date companies that export to the United States and Europe: **Hadiklaim** and its brands **Jordan River** and **King Solomon**, **Mehadrin**, **Galilee Export**, **Carmel Agrexco**, and **AgriFood Marketing** with its brand **Star Dates**. **Hadiklaim**, **Mehadrin** and **Carmel Agrexco** all have operations in Israeli settlements in the West Bank. Hadiklaim and Carmel Agrexco have been accused of using child labor and paying Palestinian workers less than the minimum wage.

According to data from the Food and Agriculture Organization of the United Nations, in 2017, Israel produced 136,956 tonnes of dates with an export value of \$181.2m. Approximately 40 percent of Israeli dates today are grown in illegal settlements.

Israeli dates have been a boycott target of the National Israeli Date Boycott Campaign organized by American Muslims for Palestine (AMP) and supported by organizations like the Council on American-Islamic Relations (CAIR), National Students for Justice in Palestine (NSJP), Muslim Students Association (MSA) National, and more.

The campaign, first launched in 2012 and relaunched every year during Ramadan under the slogan "Break Your Fast With Justice", has led to a dramatic drop in Israeli date imports to the U.S., which have decreased to 2.5 million pounds for the market year 2019/2020 in comparison to 6.9 million pounds the year before.

How to identify them:

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For other brands, see the "Brand to boycott" column in the [Alternative](#) brands table.

Israeli Agricultural Products

Commonly exported agricultural products include avocados, dates, potatoes, oranges, eggplants, grapefruits, peppers, grapes, figs, passion and sharon fruits, Israeli new potatoes, and carrots. Jaffa (Yafa) oranges were famous for centuries before Israel colonized the Palestinian name along with the city of Yafa. Herbs, such as basil, dill, tarragon, parsley, sage, rosemary, mint, chives and others are commonly sold by **Tivall**, an Israeli company that produces vegetarian foods.

Although unconstitutional BDS laws have been passed in certain states in recent years, the right to boycott is still protected in the United States. The U.S. and Israel trade under the U.S.-Israel Free Trade Agreement (FTA), which entered into force in 1985. The U.S.-Israel FTA was the United States' first FTA and was created with the goals of strengthening Israel's economy and being a model for free trade agreements globally. Thus, the U.S.-Israel FTA established a model for the emergence of neoliberal globalization processes through free trade agreements, entrenching a neocolonial global system of economic dependency with disastrous effects for the Global South.

U.S. total imports of agricultural products from Israel totaled \$396 million in 2019; the U.S. is the biggest importer of Israeli food products. Multinational food manufacturers like Nestlé, Unilever, Danone, and Pepsi Co. partner with well-known Israeli food companies such as Osem and Strauss to produce, package, and distribute food. Operations are often based in the illegal Israeli settlements and rely on the exploitation of low-paid Palestinian labor, making the food industry an active agent in the political economy of Israeli settler colonialism and apartheid.

This effort will further build upon similar work in the region
De-shelf Sadaf campaign - USPCN Boycott Israeli Dates Campaign - AMP

Multinational companies that operate in the illegal settlements as well as Israeli companies have long been a target of the BDS movement. Below we provide information on the targets for the Boycott Initiative.