

# BOYCOTT ISRAEL: DEFEND JERUSALEM

**Palestinians in Jerusalem are under attack on multiple levels, defending their land, city and identity from 73 years of Zionist erasure and colonialism.** They face the stripping of their identity and residence — even from their place of birth — severe repression, land confiscations, home demolitions and ongoing Zionist attempts to erase the Palestinian and Arab presence and nature of the city.

Right-wing settler mobs have rampaged through Sheikh Jarrah, screaming “Death to Arabs” and attacking Palestinians. Working hand in hand with these violent settlers, the Israeli military has attacked residents, sprayed skunk water and tear gas throughout the neighbourhood, invaded homes, assaulted women, children and elders and seized dozens of Palestinian youth defending their own homes.

Palestinians in Jerusalem — and throughout occupied Palestine and in exile — continue to resist and to prove that the Palestinian struggle continues and that resistance is the road to liberation. **We know that it is this resistance, rooted in the indigenous people of Palestine, that will achieve justice and liberation.**

**We can help Palestinians achieve victory.** While the U.S., Canadian, UK and other Western governments are complicit in these attacks on the Palestinian people, we can organize and reject Israeli war crimes. **One of the most important things we can do is to help cut off the economic support and institutionalized propaganda that serves to legitimize and fund Israeli war crimes, ethnic cleansing and crimes against humanity: to BOYCOTT ISRAEL, its products, its institutions and complicit corporations.**



# WHY BOYCOTT ISRAEL?

Since its creation in 1948, the Israeli state has been based on the **dispossession of Palestinian land and the indigenous people of Palestine**. Over 700,000 Palestinians were forced from their homes and lands and have been denied their right to return ever since. Since that time, Israel has only expanded its colonization of Palestine, imposing a regime of apartheid, settler-colonialism, ethnic cleansing, military occupation and racialized oppression. Palestinians are subjected to land confiscation, home demolitions, massacres, siege -- like the deadly siege on Gaza -- multiple regimes of discriminatory laws, and mass incarceration. There are **thousands of Palestinian political prisoners in Israeli jails**, imprisoned for seeking freedom and justice.

In Palestine, there is a long history of **boycott as part of the resistance to colonialism**. Since 1929, Palestinians have fought both British and Zionist colonization through the mechanism of boycott. The Arab boycott of Israel has long rejected colonialism in the region, and boycott played a significant role in the first Intifada. This is a popular method used by oppressed peoples and their supporters in many places around the world. While the examples of the U.S. civil rights movement and the boycott of apartheid South Africa are perhaps the best-known, the word "boycott" comes from the name of a British colonial landlord in Ireland that Irish tenants confronted over high rents and arbitrary, bloody evictions in 1880.

Boycott is a popular method of organizing that can directly involve people inside Palestine and all over the world. It is a means of directly withdrawing financial and institutional support to the Israeli regime and the corporations that support and sustain it, even while Western governments are directly complicit in Israeli crimes. Successful boycott campaigns allow popular movements to **deal a meaningful blow to the economy of settler colonialism and support the Palestinian people's resistance**.

## WHICH PRODUCTS SHOULD I BOYCOTT?


There are a number of Israeli products on the shelves of our stores, and all of them are subject to the boycott. Some campaigns specifically target those Israeli products manufactured on illegal colonial settlements on the West Bank and inside occupied Jerusalem in order to highlight their **violations of international law**, but all Israeli products and corporations **contribute to the maintenance of Zionism and settler colonialism**. In addition, the boycott isn't only commercial - Palestinians have urged a boycott of Israel's universities and cultural institutions, all of which play a direct role in maintaining the apparatus of oppression targeting Palestinian land and lives.

Divestment is another important part of the boycott campaign -- if your university, student government, trade union, or pension fund is invested in Israeli banks like **Leumi** or **Hapoalim**, they are investing in the oppression, murder and dispossession of Palestinians. Large international corporations like **General Mills** maintain factories inside illegal Israeli settlements, while companies like **HP** and **G4S** directly profit from Israel's policing and security regime that steals Palestinian lives. If your organization has a contract with these companies, fighting to bring it to an end can put real pressure on them to end their complicity and profiteering from stolen Palestinian land. **Here are some products you can watch out for directly:**



 **Israeli Produce and Medjool Dates** - From avocados to oranges to medjool dates, you may find "Israeli" produce grown on stolen Palestinian land around the world. In many cases, Palestinian labourers are harshly exploited to produce these goods for the profit of colonial settlers. Look out for brands like **Hadiklaim, Mehadrin, Jordan River, King Solomon, or Jaffa-Orri**.

 **Israeli Plastics** - Israeli plastics factories are built atop dispossessed and destroyed Palestinian villages, while their sheds and storage boxes are marketed around the world to boost the economy of colonialism. Brands to watch out include **Keter** and **Allibert Outdoors**.

 **Teva Pharmaceuticals** - TEVA Pharmaceuticals is a manufacturer of generic drug and one of Israel's largest contributors to its tax base, its military occupation of the land and people of Palestine. TEVA is even trying to silence justice advocates in France through the use of the courts by suing boycott campaigners. **Just tell your pharmacist that you want a different generic brand -- "No Teva!"**

 **Israeli Wines** - Israeli wines, including those from the **Mount Hermon brand (Golan Heights Winery), Galil Winery, and Teperberg Winery (Efrat and Vision)**, are often explicitly grown and produced on occupied and stolen Palestinian and Syrian land in the West Bank and Golan Heights, in direct violation of international law. Don't drink with apartheid!

 **Sabra and Tribe Hummus** - These Israeli brands don't just culturally appropriate Palestinian foods. Sabra's owner **Strauss** donates directly to the Israeli army, including its notorious Golan Brigade, while **Osem**, the owner of Tribe, donates to the Jewish National Fund, responsible for the exclusion of Palestinians from their land and the funding of ongoing colonial projects in Palestine.