

Ben & Jerry's: Stop selling Ice Cream in Illegal Israeli Settlements!

Human Rights Watch is Watching... Ben & Jerry's

and other corporations doing business in illegal Jewish-only settlements in Occupied Palestine.



Human Rights Watch's January, 2016, report **Occupation, Inc.: How Settlement Businesses Contribute to Israel's Violations of Palestinian Rights** directs companies now complicit with Israel's occupation to:

- Cease activities carried out inside settlements;
- Avoid financing, administering or otherwise supporting settlements or settlement related activities and infrastructure, to ensure the businesses are not indirectly contributing to and benefiting from such activities;
- Conduct human rights due diligence.

The Report* documents how businesses operating in the settlements profit from the oppression of the Palestinian people and normalize Israel's colonization project.

*Read "Occupation, Inc.": <http://www.hrw.org/node/285045>



Ben & Jerry's ice cream sold in an illegal Israeli settlement in Palestine

Ben & Jerry's is one of them!
It's time for to take international law and his company's social mission seriously in the occupied Palestinian territory.

OVER ->

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**Tell Ben & Jerry's:
Progressive except for Palestine
is not Progressive!**

By doing business in Israel's settlements, Ben & Jerry's franchise in Israel, under contract with the company in South Burlington, supports and benefits from the theft and colonization of Palestinian land, military violence, and the violation of Palestinian rights
– all illegal under international law.

E-mail Ben & Jerry's CEO Jostein.Solheim@unilever.com

- **Demand** Mr. Solheim stop the sale of his ice cream in Israeli settlements.
- **Urge** him to honor B&J's social mission and international law in Palestine.
- **Don't buy** Ben & Jerry's ice cream until its commerce with the settlements ends.



**Vermonters for a Just Peace
in Palestine/Israel**

www.vtjp.org/icecream
Email: icecream@vtjp.org

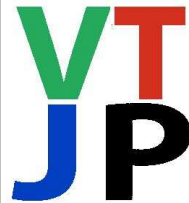


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