



Free Cone Day 2017 BEWARE FAIR TRADE WASHING BY BEN & JERRY'S

In these times, we've seen Whitewashing, Greenwashing and Pinkwashing. But Ben & Jerry's Laundromat has come up with a new flavor of misdirection – Fair Trade Washing.

Misdirection is a form of deception in which the attention of an audience is focused on one thing in order to distract its attention from another.

Look over here, says Ben & Jerry's. Look at our social mission and good works. And now we're in Israel-Palestine supporting Palestinian farmers and bringing "peace & love" prosperity.

But don't look over there—in **occupied Palestine**—where our **Israeli franchise** sells ice cream in illegal, Jewish-only settlements built on stolen land.

Ben & Jerry's complicity with the cruel occupation of Palestine mocks its social mission and good works, and undercuts recent "fair trade" work. Wrapping itself in the Fair Trade flag, Ben & Jerry's casts its fairy dust over a brutal, colonialist enterprise, normalizing with its smiley-faced persona what should never be tolerated as normal.

Boycott Ben & Jerry's! And tell the company:

STOP SELLING ICE CREAM IN ILLEGAL, JEWISH-ONLY SETTLEMENTS

Send an e-mail to **CEO Jostein Solheim**: jsolheim@unilever.com

Learn more at: www.vtjp.org/icecream



#Palestine

#FairTradeWashing

#B&JComeClean

#GreenPalestine