



Vermonters for a Just Peace in Palestine/Israel
c/o Peace and Justice Center, 60 Lake Street, 1C, Burlington, VT 05401
www.vtjp.org; email: vtjp@vtjp.org

An Open Letter to the Franchise Owners of Ben & Jerry's Scoop Shops

March 9, 2015

You are likely aware that there is an international campaign to stop the sale of ice cream made by Ben & Jerry's Israeli franchise and sold to venues in illegal, Jewish-only settlements in the occupied West Bank and East Jerusalem. The campaign was formally launched in 2013, and is organized and led by Vermonters for a Just Peace in Palestine/Israel (VTJP). It is supported by thousands of individuals and over 230 organizations worldwide.

VTJP has a special web page devoted to the campaign at www.vtjp.org/icecream, where we have documented the marketing and sale of Ben & Jerry's ice cream in Israeli settlements. We also describe there our efforts to persuade the company's management and Board of Directors to end this unethical business.

For the past two years, VTJP has also organized leafleting actions at scoop shops across the U.S. on Free Cone Day. Many people inspired by this action and other efforts have told us they have declared a personal boycott of Ben & Jerry's. VTJP is now endorsing and encouraging this tactic after four years of attempting, and failing, to persuade the company to change course.

VTJP is aware that supporting a boycott of Ben & Jerry's may inadvertently hurt your business. For this, we apologize. It is not our intent to undermine the franchises, but to compel the corporation to stop doing business as usual in the occupied territories. We believe, however, that you are well situated to play a key role in convincing Ben & Jerry's to abandon an increasingly unpopular policy.

The continued obstinacy of Ben & Jerry's management on the question of doing business in Israeli settlements is clearly inconsistent with the Company's Mission Statement to which you subscribe. We are appealing to you as an act of conscience and responsible business ethics to contact CEO Jostein Solheim and urge him to stop the sale of ice cream in Israeli settlements, and/or to close the Israeli franchise until Israel ends its illegal military occupation and settlement project.*

We hope you will join us in calling on Ben & Jerry's to act in a manner consistent with its Mission Statement.

Respectfully, on behalf of VTJP,

Ian Stokes

* Contact Jostein Solheim, CEO, at:
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