

# Philly: Stand Up for Human Rights In Israel/Palestine!

Philadelphia is joining cities around the world in boycotting products made in Israel.

Sign below to endorse the global boycott! Join us!!!

*"We, representatives of Palestinian civil society, call upon international civil society organizations and people of conscience all over the world to impose broad boycotts and implement divestment initiatives against Israel similar to those applied to South Africa in the apartheid era. We appeal to you to pressure your respective states to impose embargoes and sanctions against Israel. We also invite conscientious Israelis to support this Call, for the sake of justice and genuine peace." (From the Palestinian civil society Call for Boycott, Divestment and Sanctions, 2005)*

In support of human rights, the Philadelphia Boycott, Divestment and Sanctions (BDS) Movement has called for a boycott of Tribe and Sabra Hummus. We ask individuals, organizations and companies to refrain from buying, stocking and using these hummus products, profits from which support and sustain the Israeli military, the displacement of Palestinians and the ongoing occupation that is the greatest obstacle to peace with justice.

**Why boycott Sabra Hummus?** Sabra Hummus is owned by Sabra Dipping Company, a joint venture company of Pepsi and Strauss Group. Strauss Group, an Israeli based corporation, is well known for its vigorous support of the Israeli Defense Forces, particularly the **Golani Brigade**, which has a history of severe human rights abuses against Palestinian and Lebanese people. Breaking the Silence, an organization of veteran Israeli soldiers, collects testimonies of soldiers who served in the Occupied Territories during the Second Intifada and has highlighted numerous cases of Golani Brigade involvement in human rights abuses.

**Why Boycott Tribe Hummus?** Tribe Mediterranean Food products is a Massachusetts-based company that is owned by the Osem Group, an Israeli corporation. Osem is a key supporter and partner of the **Jewish National Fund**, which has been the essential partner of the Israeli government and the army in building the infrastructure of the Occupation of the West Bank, Gaza and East Jerusalem -- building Jewish-only roads and expanding Jewish settlements on Palestinian land.

## WHY A CONSUMER BOYCOTT?

- A boycott empowers all of us to use our rights as consumers to make choices in everyday life that support justice.
- Boycott actions help to raise awareness in the streets, in the shops, and in our homes.
- A successful boycott can change public opinion and indicate to political representatives what course of action their constituencies are expecting from them. Boycotts also make a clear economic impact.

These non-violent punitive measures should be maintained until Israel meets its obligation to recognize the Palestinian people's inalienable right to self determination and fully complies with the precepts of international law by:

1. Ending its occupation and colonization of all Arab lands and dismantling the Wall;
2. Guaranteeing the fundamental rights of the Arab-Palestinians citizens of Israel to full equity; and
3. Respecting, protecting and promoting the rights of Palestinian refugees to return to their homes and properties as stipulated in UN resolution 194.

By signing this Call to Action, you become a part of the Philly BDS Coalition, and pledge that you and your organization will not buy Sabra and Tribe Hummus until these three conditions are met.

Name/Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

For more information: <http://phillybds.org>; [www.bdsmovement.org](http://www.bdsmovement.org)

*"BDS is not a principle but a strategy; it is not against Israel but against Israeli policy; when the policy changes BDS will end. BDS is not about a particular solution to the Israeli- Palestinian conflict, but the demand that Israel abide by international law and UN resolutions."*  
-- Neve Gordon, July 2010