

# BREAKING NEWS ...

from the Philadelphia Boycott Divestment Sanctions Coalition

## PHILLY BOYCOTT of SABRA & TRIBE HUMMUS

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### Boycott Sabra & Tribe Hummus

These companies  
subsidize Israeli  
human rights abuses.  
Buy alternatives.



*I have been to the Occupied Palestinian Territory, and I have witnessed the racially segregated roads and housing that reminded me so much of the conditions we experienced in South Africa under the racist system of Apartheid. In South Africa, we could not have achieved our freedom and just peace without the help of people around the world, who through the use of non-violent means, such as boycotts and divestment, encouraged their governments and other corporate actors to reverse decades-long support for the Apartheid regime. It is no more wrong to call out Israel in particular for its abuses than it was to call out the Apartheid regime in particular for its abuses.*

*-Archbishop Desmond Tutu*

**WHAT IS BDS?** Boycott, Divestment, and Sanctions is a global non-violent movement that supports the Palestinian quest for freedom and justice. BDS empowers the people of the world to demand that companies and governments respect the human and civil rights of the Palestinian people.

**WHAT IS BDS PHILLY?** The Philadelphia campaign for Boycott, Divestment & Sanctions against Israeli occupation, racism and apartheid supports the call issued to the international community in 2005 by Palestinian civil society. In support of human rights and international law in Israel/Palestine, the Philadelphia Boycott, Divestment and Sanctions (BDS) movement has called for a boycott of Tribe and Sabra Hummus.

**HOW TO SUPPORT THIS CAMPAIGN** We ask individuals, organizations and companies to refrain from buying, stocking and using these hummus products. Profits from these products support and sustain the Israeli military and the ongoing Israeli occupation, which continues to be the greatest obstacle to peace with justice in Israel/Palestine.

### Why boycott Sabra Hummus?

Sabra Dipping Company is a joint venture of Pepsi and the Strauss Group. Strauss is the second largest Israeli food & beverage company. Strauss is known for its vigorous moral and financial support of the Israeli army, particularly the "elite" Golani Brigade, which has a long history of vicious human rights abuses against Palestinian and Lebanese people.

### Why Boycott Tribe Hummus?

Tribe Mediterranean Foods is owned by an Israeli-based corporation, the Osem Group, which is the largest importer of Israeli food products into the U.S. Osem is a key supporter and partner of the Jewish National Fund. Since 1967, the JNF 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 stolen Palestinian land, and most recently in ethnically cleansing Israel's Negev desert of Bedouin Arabs.

*To learn more about the Philly BDS campaign and get involved, visit [phillybds.org](http://phillybds.org).*