

Between 1st and 4th September 2010, Supermarket Protest

This action is to put pressure on the supermarket chains not to stock Israeli and illegal settlement produce.

We will be targeting, **Sainsburys** in Pound Lane , Norwich.

If you would like to join in and be accompanied by another member, please email Peter peter2psc@gmail.com and we will arrange a mutually convenient time.

Or if you want any other advice or literature, again, please contact Peter using the above email.

The procedure is very simple and not at all stressful. Take a basket each and collect Israeli labeled or West Bank labeled products. At this time of year there is a lot of such goods so it should only be necessary to collect one of each. Also keep an eye out for goods with unknown country of origin and are labelled as 'packed in the UK' or 'produced for Sainsburys'.

Remember do not damage the stock and take your time to read as many labels as possible. We will take the full baskets to 'customer services' and ask to speak to the manager.

We will have leaflets to give to the manager and there are several points to talk to him about. We divide these points up between the group as people wish.

1) The first is any 'West Bank labeled' products. Check that they are labellings these goods as 'Produce of the West Bank (Israeli settlement produce)' If they do not they are defying government advice.

2) If there are any West Bank products we can point out that they are grown on stolen and illegally occupied land.

3) As regards 'Israeli' products can they guarantee that these products do not come from the 'West Bank'? Israel has for years thought it legitimate to label illegal settlement produce as 'Israeli', such labelling is illegal and a deception of the customer.

4) Israel runs an Apartheid System particularly severe in the West Bank and this customer considers the stocking and buying of Israeli goods immoral.

5) Why have they got so many products labeled without the origin stated. How is this customer going to be assured that these are not Israeli products which this customer chooses not to buy?

6) Labelling of products vaguely as 'packed in UK' or 'various countries'

is according to DEFRA illegal.

7) Ask that the protest is recorded in the customer complaints record and conveyed to Head Office.

The protest will probably only take about 30 minutes so turn up if you can. Please follow up your visit with an email to Sainsburys customer care line or their Managing Director.

Thank you for your support

NPSC

**Support the
Palestinians**

**Boycott
Israeli
goods**

**Pressure Israel to
respect human rights
and international law**



Why?

60 years of United Nations resolutions have not resulted in any progress for the Palestinian refugees and those in the Occupied Territories. World governments have done nothing so the people must act.

▶ Because

- Israel militarily controls every aspect of Palestinian life in Gaza, the West Bank and East Jerusalem, occupied since 1967
- Israel profits from exporting to the UK fruit and vegetables grown on illegal settlements on occupied Palestinian land, often misleadingly labelled 'West Bank'¹
- A call for boycott has been issued by Palestinians in the Occupied Territories²
- Israel's siege of Gaza caused untold misery to its people throughout 2007 and 2008; then Israel used overwhelming military force to kill 1,500 of them, including hundreds of children, at the start of 2009³
- Israel's racist housing policy has resulted in the demolition of 20,000 Palestinian homes since 1967⁴
- Israel restricts the movement of Palestinians with more than 600 obstacles to movement including checkpoints and roadblocks all over the West Bank, including East Jerusalem, and operates a segregated road system⁵
- Israel continues to expropriate Palestinian land to build its apartheid wall, declared illegal by the International Court of Justice⁶

Boycott helped bring down South African apartheid

Help bring down Israeli apartheid

Show the Palestinians you support their struggle against occupation

Check the label — do not buy goods labelled Israel or West Bank. Complain to and challenge your supermarket by writing or phoning them about the sale of these goods. Buy Palestinian goods where available.

References for facts on this leaflet can be found at www.bigcampaign.org

Join • Palestine Solidarity Campaign
www.palestinecampaign.org

• Boycott Israeli Goods campaign
www.bigcampaign.org

• J-BIG: it's Kosher to Boycott Israeli Goods
Jews4BIG@googlemail.com



Don't Buy Israeli Goods

