

From: MarkE Evans <MarkE.Evans@sainsburys.co.uk>

Subject: FW: In reply to our conversation

To: shan_barclay@yahoo.co.uk

Date: Tuesday, 27 April, 2010, 11:11

Our reference: 1-230491814/ME/KM

Dear Mr Barclay

Thank you for contacting us. I appreciate your continued concerns about the sourcing of our products.

I do understand your concerns about us sourcing products from Israel . As we've said in our previous response, we do prefer to give our customers their own choice when they shop with us by making sure that all products, whether from Israel , Israeli settlements on the West Bank , or from Palestinian farms, are clearly labelled.

Your feedback is important to us, so I welcome your comments on the Palestinian olive oil and halal section. These have been fed back to the relevant teams for their consideration.

I appreciate you taking the time to share your views with us once more.

Yours sincerely

Mark Evans

Executive Office

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From: shan barclay

Sent: Thu 25/03/2010 22:54

To: Fiona Powell

Subject: Re: In reply to our conversation

Dear Fiona,

May peace bew ith you.

Thank you for responding to my letter.

As an ethical trader which prides itself on its reputation I am still shocked to find Sainsbury's Plc selling Israeli goods in view of the Israeli government's well known breaches of human rights and international law with respect to its treatment of Palestine and Palestinians despite all you disclaimers.

Notable among these at present are the ongoing cruel siege of Gaza over one year on from the horrific massacre and destruction there by Israeli armed forces and the illegal annexation of Jerusalem involving demolitions and settlement building as well as the apartheid wall.

The DEFRA guidelines make quite clear now that all produce from the West Bank must be labelled Settlement produce or Palestinian produce and you should be aware that all settlement produce is illegal because the settlements are deemed illegal in international law which includes by this country's government.

Produce from these settlements often involves cruel abuse and very poor working condition and payment for Palestinian workers among other things.

As ethical and law abiding traders Sainsbury's Plc should not stock or sell such illegal settlement produce on its shelves.

I note your comment about Palestinian olive oil and realise that supplies to this country are not huge but would still recommend that you consider the Queen's Rd outlet as being probably a better choice from the point of view of customers than Longwater Lane (I do know Norwich)

I also note that you will address better labelling of the Kosher area and once again put it to you that having a hala section in view of the fact that the Muslim community here is now larger than the Jewish one would be a good idea.

With thank for your attention to these points,

yours sincerely

Shan barclay

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From: Fiona Powell <Fiona.Powell@sainsburys.co.uk>

Subject: Re: In reply to our conversation

To: shan barclay

Date: Thursday, 25 March, 2010, 9:46

Our reference: 1-228866839/ME/SE

Dear Mr Barclay

Thank you for your email to Justin King and please accept my apologies for the delay in replying. Justin likes to reply to customers personally but he's currently away from the office and has asked me to respond to you on his behalf. He'll see a copy of your email when he returns.

I do appreciate your concerns about the sourcing and labelling of our products. Our customers expect to buy high quality products all year round and this means we do source some of our products from Israel and the West Bank, especially at times when we're unable to get a plentiful supply closer to the UK. In the past we've received requests to boycott the products of many

different countries and suppliers. We do understand that the situation in the Middle East is very sensitive for many different people. However, I'm sure you'll appreciate that we'd prefer to give our customers the opportunity to make their own decision. This is why we work hard to make sure we label our products clearly.

I can assure you that any product labelled as coming from Israel will be from that country. As you're aware, we're following DEFRA's advice on products from the West Bank and only products from that area will be labelled as such.

We are founding members of the Ethical Trading Initiative (ETI) and require all our suppliers, wherever they are in the world to meet the ETI Base Code for ethical sourcing. This includes any supplier on the West Bank . The Code covers nine key principles, including safe and hygienic working conditions, and payment of a fair wage. We continue our commitment to ethical, responsible sourcing and hope you feel reassured of our intentions to provide our customers with honest and open information about the food they buy.

We do have to make careful decisions as to what we can sell in our stores. We only have a limited supply of the Fairtrade Palestinian olive oil so we can only sell it in a limited number of stores. As we already have one store in the Norwich area selling it, at Longwater, we don't currently have plans to sell it at Queen's Road. We also appreciate your concerns about signage for kosher products. We've taken your feedback on board and, while we have no plans to immediately introduce it, we are looking into this seriously

I appreciate you taking the time to share your concerns with us.

Yours sincerely

Fiona Powell

Executive Office

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Dear Justine King

may peace be with you.

I am writing to you on the recommendation of Anne Hinton to whom I spoke on the phone yesterday (please see correspondence copied below) regarding my dismay at finding so many 'Israeli' products on sale in your Queen's Rd Norwich store which I visited on the Wednesday 17th. For very many years the Israeli regime has been in breach of international and human rights law and never more so than now and recently with the horrific war on Gaza and the ongoing cruel siege as well as the illegal settlement building, bulldozing of Palestinian homes, collective punishment of Palestinians, illegal detention without trial and torture of detainees, the illegal occupation of the West Bank and denial of rights to Palestinians within Israel to mention just a few.

When I spoke to Anne I raised some of these points and put it to her that Sainsbury's Plc would surely not wish to be associated with such grossly illegal activity.

Please see my letter copied below which outlines some of my specific requests and concerns all of which I assure you it is in the best interests of Sainsbury's Plc to investigate with the utmost urgency in order to safeguard your reputation as an ethical company.

I might mention that my history of shopping at Sainsbury's goes back to when I was a small child and my mother would take us to the small store on the highstreet in London .

Unfortunately since then and going back several years it has come to my attention that Sainsbury's Plc now sends some of its profits to Israel and this certainly, in view of what I have outlined above, is something that needs to be urgently reconsidered.

I await to hear back from you with real answers to these serious concerns not just some standard 'insurance disclaimer' which will do nothing to alleviate my concerns or anxieties.

Please also note my positive suggestions about which I would also welcome your responses.

With thanks for your attention to this

yours sincerely

Shan Barclay

Communications and Liaison Officer for Norwich Palestine Solidarity Campaign

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Dear Anne,

may peace be with you.

I think that you realise that this matter is one of great concern, not only to myself but many customers now in the UK and should be of grave concern also to Sainsbury's Plc which trades as an ethical company and would not want itself associated with a regime which for years has been in breach of international and human rights law.

The despicable war on Gaza and the ongoing cruel siege have made many realise that something has to be done to hold the Israeli government to account legally for its behaviour over many many years towards Palestine and Palestinians.

There are now, as I told you and your deputy store manager at your Queen's Rd Norwich Branch, many close parallels between the Israeli government's behaviour towards Palestinians and the cruelty enacted on the native Africans by the cruel and corrupt white apartheid regime. This is one reason that motivates the boycott of Israeli and illegal West Bank settlement goods.

I am glad that you do in most cases label your products regarding source or country of origin although you do also have products of mixed origin which are not specified.

Regarding Israeli products, all customers would need a guarantee that these are indeed Israeli and not from stolen or illegally occupied Palestinian land and I request such a guarantee. It is well known that in order to get tax exemption under the EU Israel Trade Agreement, Israel has frequently

labelled Palestinian produce or produce from illegally occupied land as being Israeli when in fact it is not.

This also applies to products labelled West Bank but which come from illegal settlements.

I am glad to note that Sainsbury's appears to have taken some account of recent new DEFRA guidance on this and now specifies whether West Bank is settlement produce or Palestinian although I would like further guarantees that the payment for such Palestinian produce in fact goes to Palestinians and not to Israel .

Regarding your small Kosher section at your Queen's Rd branch I merely suggested that it should be more clearly labelled to help customers find it and identify it.

Regarding having a halal section I think that this would be a very good idea because there is now a small but considerable muslim community in Norwich going back over 30 years.

Muslims I know for example buy Halah chicken products at Asda locally and there are now a wide range of halal products available in this country not only meats.

I would be willing to assist if the need arose in communicating the existence of such a halal section and even recommending the use of it, if it were instituted, to the Muslim community here in Norwich .

You make no mention of my other recommendation which was for the Queen's Rd branch to stock Equal Exchange Fair Trade Extra Virgin Palestinian Olive Oil as that would be a very valuable addition to your specialist range of olive oils.

This oil is of exceptionally good and distinctive quality (even medicinal) and is harvested in the age old traditional manner and is a genuine own brand Palestinian product.

You already stock it at your Longwater branch and I know that almost certainly, because of its location, the Queen's Rd branch should actually find that it sells better there.

If nothing else this would provide at least some minimum of balance against the quite extensive range of 'Israeli' products which you stock.

The two site addresses again for the Palestinian co-operatives concerned are:

www.zaytoun.org and

www.canaanfairtrade.com

I would like to thank you for your courtesy when answering my enquiries on the phone and hope to hear back from both yourself and Mr King very shortly

Yours sincerely

Shan Barclay