



BUYcott Israeli goods at Waitrose and Tesco!

9th-17th January 2010

Once again the Palestinian Solidarity Campaign (PSC) is targeting Israeli goods in Waitrose and now Tesco. Their campaign will take place during the week beginning 9th January, and we need your help to limit the effect of the calls for a boycott. The PSC are likely to send emails and letters to Waitrose and Tesco, hold demonstrations outside local stores, and inundate their Head Offices with phone calls. It seems clear that these campaigns will be ongoing and supporters of Israel need to respond.

The main goal of the PSC is to boycott all Israeli goods. Since the last **BUYcott** campaign in November, the Government has published voluntary guidelines for retailers suggesting that they could choose to specify whether West Bank produce is sourced from Israeli or Palestinian farmers. In fact, the Palestinian and Israeli economies are so closely linked that this kind of crude demarcation tells shoppers little about who would be affected by changes in consumer choices. On the contrary, supporting the economies of Israel and the Palestinians, by buying Israeli and West Bank labelled produce, sends out a positive message about the effects of engagements and reconciliation.

Boycotts are not an effective way of moving forward or achieving peace. They indiscriminately target Jews and Arabs in Israel and also the Palestinian economy, and for this reason the Palestine General Federation of Trade Unions is against the boycott of Israeli goods.

What can you do?

We are calling for a **BUYcott** of Israeli goods in these shops. Starting from Saturday night on 9th January, we call on all friends of Israel to:

- **Go to Waitrose or Tesco that week and buy goods from Israel**

Look out especially for fresh fruit and vegetables and for Israeli wine. If you need help finding them, ask the supermarket staff and explain why you are buying Israeli goods.

- **Write to your local store manager**

Thank them for stocking Israeli goods and explain that boycotts have no positive outcomes and impact adversely on all of the inhabitants of the region. You might suggest additional products for them to stock.

- **Write a letter or email to the Head Offices of these supermarkets**

Explain that boycotting Israeli goods will do NOTHING to further the peace process and will damage the livelihoods of local farmers and workers.

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