

# SHOP WITH YOUR CONSCIENCE – YOU HAVE A CHOICE!

*Make a Difference for the People of Palestine*

## JOIN THE BOYCOTT OF SABRA & TRIBE HUMMUS

### 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... 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

### WHY BOYCOTT SABRA HUMMUS?

Sabra Dipping Company is a joint venture of Pepsi and the Strauss Group. Strauss is the second largest Israeli food and beverage company. Strauss is known for supporting the Israeli army's Golani Brigade, which has a long history of vicious human rights abuses against the Palestinian and Lebanese people.

### WHY BOYCOTT TRIBE HUMMUS?

Tribe Mediterranean Foods is owned by an Israel-based organization, the Osem Group, which is the largest exporter of Israeli food products to the US. Osem is a key supporter and partner of the Jewish National Fund (JNF), an organization that controls 93 percent of the land within Israel and its illegal settlements, land by law that only Jews can rent or work. The JNF's parks and forests were planted to hide the remains of hundreds of destroyed Palestinian villages whose occupants were driven out between 1948 and 1951.

### WHAT IS BDS?

**Boycott, Divestment and Sanctions** is a global nonviolent 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.

### HOW CAN THIS CAMPAIGN BE SUPPORTED?

We ask individuals, organizations and companies to refrain from buying, stocking and selling these hummus products. Profits from these products sustain the Israeli occupation of Palestinian land, which continues to be the greatest obstacle to peace with justice in Israel/Palestine.

*To learn more about Boston's BDS Campaign, email [bostonhummuscampaign@gmail.com](mailto:bostonhummuscampaign@gmail.com)  
Visit [www.bcprights.org](http://www.bcprights.org) and click onto the BostonBDS button.*