

Note: This text is in a Tweet by Granate Kim (of JVP, but here a personal account):
<https://twitter.com/granate/status/1417165007515623431> Accessed 1st September 2021.
Apparently retweeted from an account @telishk now deleted.

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A Statement from Ben & Jerry's Independent Board of Directors
Regarding Sales of our Product in the Occupied Palestinian Territory

For 21 years, Ben & Jerry's has operated as a unique business within the broader Unilever portfolio of companies and brands due to the nature of the Acquisition Agreement between Ben & Jerry's and Unilever that was executed in 2000.

The Acquisition Agreement enshrines Ben & Jerry's Independent Board of Directors with primary responsibility for preserving and enhancing the company's social mission and with safeguarding the essential integrity of the Ben & Jerry's brand.

As part of this responsibility, the Acquisition Agreement grants the Independent Board the power to prevent any action by Ben & Jerry's CEO in a number of areas related to the company's social mission and brand integrity, including the approval of the content of marketing materials, licensing and other uses of the Ben & Jerry's trademark.

The statement released by Ben & Jerry's regarding its operation in Israel and the Occupied Palestinian Territory (the OPT) does not reflect the position of the Independent Board, nor was it approved by the Independent Board.

By taking a position and publishing a statement without the approval of the Independent Board on an issue directly related to Ben & Jerry's social mission and brand integrity, Unilever and its CEO at Ben & Jerry's are in violation of the spirit and the letter of the Acquisition Agreement.

Regarding the presence of our product in the OPT, the Independent Board has authorized only the following statement:

“We believe it is inconsistent with our values for Ben & Jerry's ice cream to be sold in the Occupied Palestinian Territory.

We have a longstanding agreement with our licensee, who manufactures Ben & Jerry's ice cream in Israel and distributes it in the region.

The company will not renew the License Agreement when it expires next year.

We have always been led by our values and remain committed to being a social justice company.”