

BEWARE OF
FAIR TRADE WASHING
BY BEN & JERRY'S

In these days of being politically attractive, we've seen Whitewashing and Greenwashing and Pinkwashing. But the Ben & Jerry's Laundromat has come up, as usual, with a new flavor of misdirection -- Fair Trade Washing.

Misdirection is a form of deception in which the attention of an audience is focused on one thing in order to distract its attention from another.

Look over here! Look at the long, history of good works we have done over decades, consistent with our mission. And now we're in Israel and Palestine to provide jobs, to support Palestinian farmers, and to try to bring some peace & love prosperity to an intractable situation. All true.

But - don't look over here -- the company also provides ice cream to settlers in illegal Jewish-only settlements, delivering its wares to supermarkets and events using Jewish-only roads, waved through all the poisonous checkpoints. Ben & Jerry's complicity with the cruel, illegal occupation of Palestine severely undercuts any of its recent "fair trade" work.

Wrapping itself in the Fair Trade flag, Ben & Jerry's casts its fairy dust over a colonialist enterprise as brutal as any, and with its smiley-faced persona defangs and normalizes what should not be tolerated as normal.

TELL BEN & JERRY'S TO STOP SELLING ICE CREAM IN THE ILLEGAL JEWISH-ONLY SETTLEMENTS!

Send an email to CEO Jostein Solheim, (jostein.solheim@unilever.com) with a copy to Vermonters for a Just Peace in Palestine/Israel, (icecream@vtjp.org)