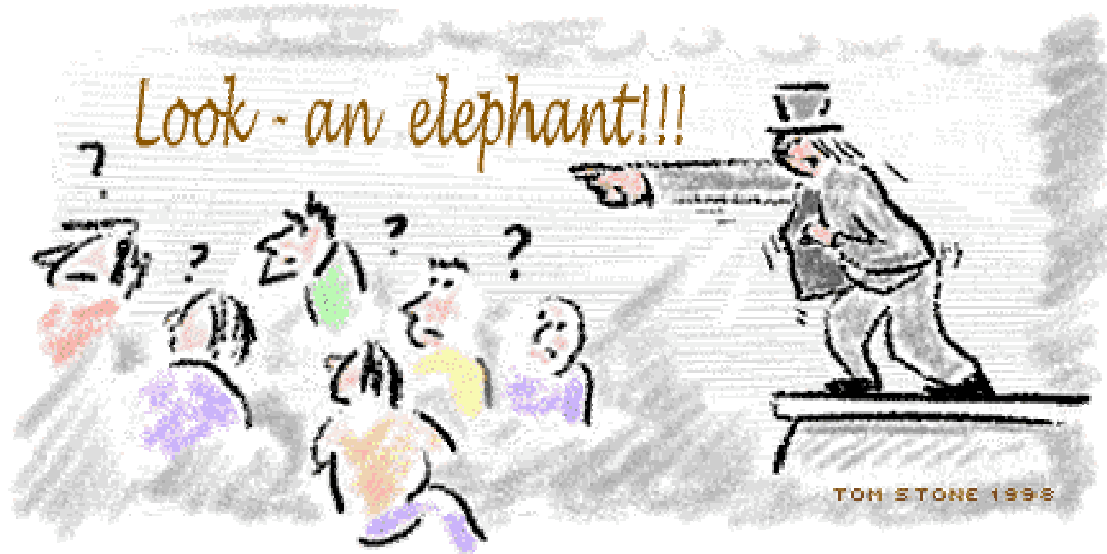


MISDIRECTION



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.

Ben & Jerry's is a corporate master of the art. The elephant is the long, huge history of good works the company has done over decades, supporting social initiatives consistent with its praiseworthy mission.

But the shenanigans in the coat pocket also exist. It is Ben & Jerry's complicity with the cruel and illegal occupation of Palestine. The company provides ice cream to settlers in illegal Jewish-only settlements, delivering its wares to supermarkets and events using Jewish-only roads, waved through the checkpoints which so poison Palestinian lives.

By doing so, it casts its fairy dust of Peace and Love over a colonialist enterprise as brutal as any, and with its smiley-faced persona defangs and normalizes what should not be tolerated as normal.

The particular elephant here is the company's boast of using Palestinian produce in some of its products, creating jobs and markets to help ease the situation. While this may be the case for a few, it distracts from what Ben & Jerry's is NOT doing – protesting and refusing to serve a situation in direct contradiction to their mission statement, and otherwise exemplary ethical behavior.

Look over there. See how we are helping. Don't look over here. Or you may see how we are NOT helping to end an intolerable situation.