

NORMALIZATION

VTJP, as part of its campaign to get Ben & Jerry's out of the illegally occupied Palestinian territories, has previously framed the issue as one of PEP, Progressive Except for Palestine.

As explained on our website, we have recently extended our call to demand that the otherwise progressive company stop manufacturing, distributing and selling in Israel proper, and not just in the territories.

Operating in Israel proper, unlike in the Palestinian territories, is not illegal. But this company of "good guys" is helping along what Israel has been striving for decades to accomplish – the NORMALIZATION of current conditions in Israel/Palestine. This is the way things are. Move on. Nothing to see.



But there is a lot to see. Is this just a bunch of happy guys sitting around their Ben & Jerry's feast, bought at the local supermarket? No. It is group of IDF soldiers, whose mission is to support and administer the Illegal, inherently abnormal occupation of Palestine, the cruel, often deadly, subjugation of its citizens, the illegal settlements, the apartheid wall, the house demolitions, the checkpoint restrictions on movement, and the regular military assaults. "Mowing the lawn," as the government calls it.

Should B&J be complicit in helping this along, in offering a happy-face style to a country engaged in sixty years of atrocities? Should it be Fair-Trade-washing its presence by wrapping itself in "socially conscious" buys of Palestinian almonds? Does its excellent mission statement not imply *ending* complicity? Can it really wave a Peace and Love flag while ignoring any moral obligation to oppose Israeli injustice?

Three pints of Ben & Jerry's on that table, and a good time is had by all. That's normalization.