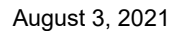


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Even prominent Israel critic and academic pariah Norman Finkelstein declared his opposition to BDS in 2012. “I loathe the disingenuousness—they don’t want Israel [to exist],” Finkelstein said. “It’s a cult.”

Truth is, those involved in boycotts of Israel and the BDS movement in particular do not speak of their desired outcomes—how to resolve the conflict or specific peaceful resolutions. They don’t so much support a Palestinian state as much as they demand the end of the only Jewish state—which is the stated goal of Palestinian leadership.

Mittal and other Israel critics also seem not to care about the welfare of individual Palestinians. Many will suffer as a result of this boycott—especially employees at a West Bank factory in Mishor Adumim, who will lose their premium salaries, many times what they could receive working in Palestinian factories.

So, what does Ben & Jerry’s *really* want?

In fact, we don’t know. The Ben & Jerry’s decision is less about what it said than what it left out. Their statement did not advocate any path to peace or support reconciliation or an end to the conflict. It did not suggest any remedy to the current stalemate.

We do know that Ben & Jerry’s is specifically boycotting Israeli residents of the disputed territories (though it will have no way to serve its two million Palestinian residents). Apparently, it supports the idea that Jews should be banned from living in these territories—thus the boycott is inherently racist and anti-Semitic.

The boycott also ignores the Oslo Accords, which was signed by the Palestinian Authority and witnessed by the international community. The Accords allow for Israeli Jews to continue living in Area C—where 400,000 of them are—and to continue normal life and conduct business. Under the Accords, services and goods for settlements’ businesses in the West Bank are allowed. Does Ben & Jerry’s oppose this agreement?

The authors of the Ben & Jerry’s decision could have demanded (but did not) that Israel relinquish territory over the Green Line—the armistice line from the War of Independence in 1948-9. But, of course, they know that Israel has offered numerous times—in 1937, 1947, 2000, 2001 and 2008—to turn over most of what they call “Occupied Palestinian Territories” to the Palestinians. So, what *do* they want?

The wise Ben & Jerry’s directors might also know that from every territory Israel has relinquished in the name of peace, it has been met with violence, as in the Sinai, southern Lebanon, Gaza, and almost all of Palestinian-populated parts of Judea and Samaria. Is *this* what they favor?

In short, this boycott is not about practical solutions to a thorny problem. Rather, it’s an attempt to virtue-signal and appease extremists who do not want to see a State of Israel or care about the security of Israeli citizens. The Ben & Jerry’s action only makes sense if you ignore a complex reality—if you irresponsibly disregard extremely dangerous consequences.

Such censures of Israel need to be called-out for what they are. They are not

placed in media nationwide every month: The dire threats from Iran, Hamas and Hizbollah, the injustice of BDS, Palestinian anti-Semitism and more. If you support a bold voice that tells the truth about Israel in American media, please donate now.

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progressive, liberal statements of intent or noble aspirations. They are rarely, if ever, about the “settlements” or the “occupation.” They are not intended to help decision-makers in the region find a peaceful solution to the conflict.

On the other hand, they do embolden extremists in the region, like the terror-incentivizing Palestinian Authority—which lauded the Ben & Jerry’s decision—to say nothing of the Hamas group, which openly declares its intentions to destroy Israel.

I hope you will point out to friends, family, colleagues and your elected representatives that it’s easy to postulate a political position from thousands of miles away about a conflict that few outsiders intimately understand. In fact, Israel has attempted to make peace with Palestinians for decades—as well as protect its citizens from those who vow to kill them and destroy their state. Israel has consistently attempted to lure Palestinians to peace talks—to no avail.

Meanwhile, so far, Ben & Jerry’s directors bear little price for their boycott. It is time they are called to account. It is anti-Semitic, anti-Israel, anti-Palestinian, and anti-peace. Until the boycott ends, no American supporter of the Jewish people, no American supporter of the Jewish state should purchase Ben & Jerry’s ice cream . . . or any of the 1,000-plus consumer products of its behemoth owner, Unilever.

I hope you’ll also take a minute, while you have this material front and center, to forward this message to friends, visit FLAME’s lively [Facebook page](#) and review the P.S. immediately below. It describes FLAME’s new *hasbarah* campaign—which exposes “The Ugly Truth About Hamas” and those who support the terrorist group.

Best regards,

Jim Sinkinson

President, Facts and Logic About the Middle East (FLAME)

P.S. During the war between Hamas and Israel last May, many mainstream media, as well as leftists and a few progressive politicians, opposed Israel’s defensive actions against unprovoked missile attacks by the Palestinian terrorist group. Some even actively supported Hamas’s aggression. This despite the fact that Hamas is one of the world’s most oppressive and warlike ruling parties. To dispel the myth that Hamas is an “underdog” representing legitimate Palestinian interests, FLAME has created a new *hasbarah* message called “[The Ugly Truth about Hamas.](#)” I hope you’ll review this convincing, fact-based paid editorial, which ran on July 4 in the *Washington Post*, *Los Angeles Times*, *Chicago Tribune* and other media nationwide. It spells out specifically Hamas’s avowed mission to kill Jews and destroy the State of Israel. This piece will also be sent to all members of Congress, Vice President Harris and President Biden. If you agree that this kind of public relations effort on Israel’s behalf is critical, I urge you to support us. Remember: FLAME’s powerful ability to influence public opinion—and U.S. support of Israel—comes from individuals like you, one by one. I hope you’ll consider giving a donation now, as you’re able—with \$500, \$250, \$100, or even \$18. (Remember, your donation to FLAME is tax deductible.) To donate online, just go to [donate](#) now. Now, more than ever, we need

your support to ensure that the American people, the U.S. Congress and President Biden stay committed to realistic policies in relation to Hamas, Iran, Israel and the entire Middle East.

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