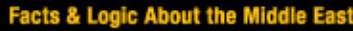


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Finally, just a few days ago, Unilever CEO Alan Jope announced that the board

of Ben & Jerry's intends to develop a "new arrangement" for sales in Israel by year's end. While Jope didn't criticize the B&J board for its actions against Israel, he did observe that "On subjects where Unilever brands don't have the expertise or credibility, we think it's best that they stay out of the debate." Clearly, the company has been impacted by pro-Israel opposition to Ben & Jerry's hostility.

Meanwhile, Israel has not collapsed, and the Palestinians have not benefited from depriving Jews in the territories ice-cream. Instead, the company has gotten a flurry of negative publicity and alienated Israelis and pro-Israel consumers.

Not to waste time on the specious South Africa analogy, but a neglected point is that pressure worked in that case because it was directed at an unrepresentative regime that was reviled globally. Israel is a democracy that will not disappear due to any economic or political pressure campaign.

For proof, see the failure of the Arab League's 76-year boycott, which technically remains in force but long ago crumbled with the peace treaties signed by Egypt and Jordan. Those were cold peace treaties, as opposed to the recent Abraham Accords, which has not only led to the normalization of relations but a torrent of cooperative activities and an explosion of trade between Israel, the United Arab Emirates and Bahrain. Reportedly, other countries may join the peace party and further spoil the BDS strategy of isolating Israel.

Despite the vocal support of BDS by leftists in Europe, their governments have continued to sign military contracts and expand trade and other forms of cooperation with Israel. In France, promoting the boycott of Israel is illegal. The United Kingdom—one of the birthplaces and strongholds of the boycott movement—has closer ties than ever with Israel. In November, for example, the two countries signed a 10-year memorandum of understanding for deepening ties on issues such as cybersecurity, technology development, defense, trade and science.

Even governments that have been hostile toward Israel do not support BDS. Last October, Sweden's foreign minister became the first senior Swedish official to visit Israel since 2014, when Sweden recognized "Palestine" as a state. Earlier, she said, Sweden wants "more cooperation with Israel, not less," and that Stockholm does not support boycotts of Israel.

One of the governments that has been most critical of Israel and has politicians who support the boycott is Ireland. Meanwhile, Israel's exports to the country increased 517 percent in 2021.

Even more embarrassing is the ongoing relations between the Palestinians in the West Bank and Israel. Ben & Jerry's and other BDS advocates thousands of miles away face no consequences for telling Palestinians what's good for them, so it's not surprising the Palestinians ignore them. Meanwhile, more than 100,000 Palestinians are happy to have jobs in Israel, and roughly 30,000 have no hesitation about working in those "obstacle to peace" settlements.

PLEASE HELP US!!

FLAME is the only organization that defends Israel with paid editorial hasbarah messages 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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In addition, journalist Tom Gross noted that the most recent data (October 2021) published by the Palestine Central Bureau of Statistics indicated that exports of Palestinian goods and produce to Israel totaled \$132.9 million, an increase of 19 percent from the previous month. Palestinians imported \$624.7 million worth of goods and services from Israel in October, [a 22 percent jump](#). In [2020](#), Palestinian imports from Israel were \$2.77 billion and exports were \$955 million.

Overall, Israeli [exports](#) around the world hit a record high of \$140 billion in the pandemic year of 2021.

The rabid hatred of the Jews cannot be tempered by defeat; [anti-Semites are undeterred](#) and continue to use every possible avenue to delegitimize Israel. The United Nations specializes in the demonization of Israel, and the recent decision to appoint an [open-ended investigation](#) of Israel is one example of how the anti-Semites continue to receive encouragement.

The BDS campaign promoted by Ben & Jerry's ill-informed celebrities, ignorant students and faculty, as well as Jews who act like village idiots, is just one more manifestation of anti-Semitism and evidence that despite all the investment in fighting the age-old scourge, it remains ineradicable.

Nonetheless, the fact that Unilever is seeing financial repercussions caused by its actions—due in no small part to the [activism of pro-Israel advocates](#)—should give us heart.

Best regards,

Mitchell Bard

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

Mitchell Bard is a foreign-policy analyst and an authority on U.S.-Israel relations who has written and edited 22 books, including "The Arab Lobby, Death to the Infidels: Radical Islam's War Against the Jews" and "After Anatevka: Tevye in Palestine."

P.S. We 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 Israel Genocide Slander](#)," and the anti-Semites who make this false accusation.

Whoopi Goldberg's comments recently about the Holocaust underscored perhaps the greatest "public relations" problem Israel faces: Lies, slander and misinformation. One of the greatest of these falsehoods is the accusation of genocide against the Jewish state. Last May, actor Mark Ruffalo tweeted that Israel commits genocide. A college student in a public forum told Vice President Harris that Israel commits "ethnic genocide." I think you'll agree that the only antidote to these lies is the truth. To clarify the

outrageous accusation of genocide by Israel, FLAME has created a

new *hasbarah* message called “[The Israel Genocide Slander](#).” I hope you'll review this convincing, fact-based paid editorial, which is slated to run soon in the *New York Times*, *Washington Post*, *New York Post*, *Chicago Tribune*, *Houston Chronicle*, *Orlando Sentinel* and other media nationwide. It spells out why the State of Israel does not and has never committed genocide—and why accusers should be branded anti-Semites. 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 fighting anti-Semitic actions by individuals, politicians and commercial companies.

As of today, more than 15,000 Israel supporters receive the FLAME Hotline [at no charge](#) every week. If you're not yet a subscriber, won't you join us in receiving these timely updates, so you can more effectively tell the truth about Israel? Just go to [free subscription](#).



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