**-Help Yourself, Your Neighbors and the World-**

**Join the Boycott, Divestment, and Sanctions Movement!**

Work for a more just and peaceful world by using

your consumer choices to express your values.

**Boycott SABRA hummus!**

(and tell your local purveyor why)

* Profits from Sabra Hummus help support Israeli aggression, land theft, illegal settlement of Palestinian land and a brutal occupation. the Strauss Group adopts members of the Golani and Givati Brigades of the Israeli military and subsidizes their living costs. These brigades are responsible for human rights violations such as the bombings of Gaza in 2008-9 in Operation Cast Lead.
* Sabra is owned by “Strauss-Elite” and is in a US partnership with PepsiCo. Their joint corporate strategy threatens local jobs and farmers.
* “Strauss-Elite” has been found guilty of monopolistic practices and price fixing in Israel.
* The very name “Sabra” is offensive--it is the name of a refugee camp where some 3,000 Palestinian refugees were massacred while the Israeli Defense Forces simply watched. (Search “Sabra and Shatila” on the internet.)
* The term “Sabra” also celebrates the early Israeli “resistance movements” which used a **war of terror** against the British and implemented the ethnic cleansing policy that drove millions of Palestinians into exile. In a clear violation of international law, most have never been allowed to return or received any compensation.
* Hummus is a traditional Arab food, so for an Israeli company to profit by selling it as an Israeli product while generating profits that contribute to the continued oppression of the Palestinian people, is simply outrageous.
* You can buy better hummus at almost any local middle eastern market or restaurant—that would support local jobs!
* You can make better hummus at home at a fraction of the cost—that would also be a healthier, more sustainable local solution.
* Most supermarkets carry other brands of hummus—choose one of them.
* Boycott PepsiCo products as well—they are Sabra’s US partner. See a list of products at: <http://www.pepsico.com/download/USBrands_Shopping_List.pdf>

Facts: The information presented here came from the WSJ article: <http://online.wsj.com/article/SB10001424127887323798104578453174022015956.html>

and Wikipedia entries on Strauss-Elite, Hummus, Sabra, Massacresat Sabra and Chatilla