#CheckTheLabel

Friends of Al Aqsa

http://www.foa.org.uk/campaign/checkthelabel/

Reasons Why

Israeli produce is often grown in illegal [settlements](http://www.foa.org.uk/settlements/) in the [West Bank](http://www.foa.org.uk/west-bank/) and it has become increasingly difficult to trust where produce is coming from, due to incorrect labeling. We are asking consumers to #CheckTheLabel and [boycott](http://www.foa.org.uk/boycott/) produce from Israel West Bank and the [Jordan Valley](http://www.foa.org.uk/jordan-valley/). Produce in the West Bank and the Jordan Valley are highly likely to be from illegal Israeli settlements and should be boycotted. The boycott of illegal settlement produce is becoming well established. However, there is now also a move to boycott Israeli produce too, as Israeli companies have been found to breach EU food labelling regulations by labelling settlements goods as ‘produce of Israel’.

Campaign Materials

FAQs

* What Fruit and Vegetables should I look out for?

Seasonal fruits and vegetables such as dates, citrus fruits, peppers and avocados.

* Is it only Fruit and Vegetables I need to check the label for?

No. You also need to #CheckTheLabel of manufactured products including cosmetics, carbonation devices, plastics, textile products and toys.

* Won’t Palestinian farmers lose their jobs?

Palestinian themselves have called for a boycott of Israel, and therefore, undermining their call is not only patrionsing, but it also goes against an already oppressed community. Palestinians will face a short-term economic dip, however, as we have seen during the South African apartheid, boycotting is an effective strategy to stop oppressive regimes. Palestinians will undoubtedly benefit in the long-term with a prosperous economy of their own without living under Israeli apartheid and occupation.

* What is the aim of the boycott?

The boycott campaign is both economic and cultural and will continue until Israel lifts the siege on Gaza, ends its occupation of Palestinian lands, removes settlers from the West Bank and answers charges of [War Crimes](http://www.foa.org.uk/war-crimes/).

* How does not buying an avocado make a difference?

By not buying produce from Israel, the illegal settlements in the West Bank, or in the Jordan Valley you are making a stand supporting the Palestinians. By boycotting you are putting international pressure upon Israel to end its brutal occupation and to ensure it complies with international law in a peaceful way. It is making a difference. Israel is spending millions of pounds countering the boycott, as it knows the boycott focuses on its grave violations of international law and injustice towards the Palestinian population.

* How will a boycott of Israel help?

1. It reduces their income as companies stop trading with Israel. 2. It isolates Israel by rejecting it from the rest of the democratic world by exposing it as a false democracy, wherein there is only freedom for one people and oppression for another. 3. It pressurises Israel to change its inhumane policies in Gaza and release it strangle hold in the West Bank. 4. As world governments clamour to support Israel and its 'right to defend itself' while ignoring the relentless Israeli aggression and wanton violence against Palestinians, ordinary people like us can make a huge difference. Through boycott, we isolate Israel and send a clear message that the global grassroots communities will not stand by and do nothing while Israel murders innocent Palestinian women and children.

Take Action What you can do

* 1. #CHECKTHELABEL

On all produce you buy. Do not buy produce from Israel, West Bank or the Jordan Valley.

* 2. SNAP
* A photo if you spot these produce and upload them using #CheckTheLabel and tag us in to give others a heads up!

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