

BOYCOTT ISRAELI DATES

Don't Help Fund Apartheid!



Key Facts

- ◆ 75% of the world's Medjool dates are produced in Israel (2016).
- ◆ Israel is the world's 2nd largest(\$) exporter of dates worth \$317 million in 2021.
- ◆ 60% of Israeli dates are grown on illegal settlement plantations (2014).
- ◆ UK imports more than 3x as many dates(\$) from Israel as it does from any other country(\$25 million in 2021).

It's no longer enough to check the label

Israel is even using 'Made in Palestine' label to peddle stolen dates from illegal settlements, especially during Ramadan when Medjool sales spike by 57%. If you buy a Medjool date, there's a strong possibility that it is grown on stolen land. Unless its from a verified Palestinian source like Zaytoun or Yaffa, we would caution against buying it.

* Recently the market is flooded with suspicious 'product of Palestine' Medjool dates boxes with a Palestine flag, but lacking any company details making it impossible to verify origin. It is illegal to sell food products without the name and address of the importer/distributor as well as correct country of origin. If you see Medjool dates being sold without this information, notify the shopkeeper that this product contravenes UK law (1169/2011 (FIC) and 2014 (FIR)), take pictures of the item and complain to your local trading standards office.

Israeli Dates
are sold under
these brands:

Waitrose, Tesco
Sainsbury, Asda
Morrisons, M&S
Hadiklaim



Mehadrin



MTEX



Jordan River



King Solomon



Tamara Barhi
Desert Diamond
Rapunzel, Bomaja
Shams, Star Dates
Jordan Plains
Premium Medjoul
Fancy Medjoul
Royal Treasure
Red Sea, Delilah
Bonbonierra
Paradise Dates

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Settlements Israeli settlements built on stolen Palestinian land have been ruled illegal by the International Court of Justice. 60% of Israel's dates are grown in settlements, it's their most profitable crop contributing significantly to their economic viability. 80% of settlement dates are exported. Israel is the world's 2nd largest exporter of dates. If you oppose settlements, target their dates.

Exploitation Picking of the dates is hard work, Israeli settlers bring in low paid Palestinian labourers to do this back breaking work. During the pruning season, workers are dropped on the date palm trees by a hoisting crane at 5 in the morning, left perched on palms that soar to heights of 12 metres - a 4 storey building, left there swaying in the wind for up to 8 hours without even a toilet break, with no means to come down until the crane returns at the end of the day, the workers cling to the tree with one arm and work with the other to meet their quota. If they fall behind they will lose their jobs.

Child Labour The Israelis prefer to employ children – even issuing official work permits, as they can climb trees faster, work for less and it's easier to cheat and humiliate them. Out of desperate poverty Palestinian families are forced to take their children out of school and hand them over to the settlers to work for a pittance.

Guilty Companies

Hadiklaim, the Israeli Date Growers Cooperative, which includes illegal settler plantations, sells 65% of all Israeli dates. Its brands include **Jordan River**, **King Solomon**, **Tamara Barhi Dates**, **Rapunzel**, **Bomaja**, **Desert Diamond**, **Shams** and **Delilah**. They also supply supermarkets who market them under their own brand. These include **Marks & Spencer**, **Sainsbury's**, **Tesco**, **Asda**, **Morrisons** and **Waitrose**. Sometimes they are labelled "produced in the West Bank", but these are not Palestinian dates.

Mehadrin, Israel's largest fresh produce exporter, boasted of doubling their Medjool date sales sighting strong demand in Ramadan! Their dates have brand names **Premium Medjoul**, **Fancy Medjoul**, **Royal Treasure**, **Red Sea**, & **Bonbonierrra**. Sometimes their packaging states "Grown by Palestinian Farmers", this refers to Palestinian 'slave' labourers found on Israeli plantations.

Tnovot Field (Field Produce Marketing Ltd), is Israel's 3rd largest exporter of Medjool dates. Its brands include **Paradise** dates, and **Star** dates.

Reading Label Not Enough Unfortunately reading the label is no longer enough as Hadiklaim admit that from 2012 they have been shipping dates from the Jordan Valley labelled 'Produce of Palestine'. An Israeli agricultural export manager interviewed by Al-Jazeera in Aug 2012, in the illegal Mahola settlement, where Hadiklaim sources its dates, explained a pallet of dates boxes in his packing warehouse labelled "Palestine - Jericho" by saying that "sometimes the British object [to buying from us].. We just avoid writing 'Israel' on the boxes.. we often print special boxes at the request of the client.. sometimes they ask us to change the name of the country of origin on the boxes." Now even 'Made in Palestine' label is no longer a guarantee that you are not buying Israeli occupation dates! Unless its from trusted Palestinian source like **Zaytoun** or **Yaffa**, we would caution against it. Recently the market is flooded with suspicious 'product of Palestine' Medjool dates boxes with Palestine flags, but lacking any company details making it impossible to verify origin. It is illegal to sell food products without name/address of the importer/distributor and correct country of origin. Report these to local trading standards office.

BDS Call In 2005 Palestinian civil society initiated a call for people of conscience around the world to Boycott, Divest and Sanction Israel until it complies with international law and Palestinian rights. The call was endorsed by over 170 Palestinian organisations representing all sections of society including farmers.

Plea From Palestine Activists visiting the Palestinian village of Fasayl in the Jordan Valley discovered that villagers are slowly being forced off their land by the Israeli army for settlement expansion. The only livelihood left open to them is to work for Israeli plantations. These villagers, forced to work for illegal plantations (including 2 children under age of 12) to feed their families – had a message for the activists, a plea for anyone who would listen – take action against the companies that support Israeli apartheid. What excuse is left for us not to boycott Israel?

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