**Ideas for “Sabra” Boycott Tactics:**

Our movement needs more friends and supporters, so the main purpose of this kind of boycott action is to make new contacts in the community, to broaden our base of support and to help educate our neighbors about the importance of a just and comprehensive peace in Palestine. In order to meet those objectives we should keep some key points in mind.

1. It might be good to start with friends, neighbors, book groups, other peace and justice groups, and church groups. Have a “hummus party” and see if you can put together a small team of 2-4 like-minded people. If you can do that, you can go into local stores and present some of the information included in this packet.
2. Be friendly and informative—not strident and confrontational. We are not out to punish purveyors of “Sabra”—we just want them to stop carrying it. Let them know about the downsides of this product and suggest alternatives. The fact that “Sabra” was the name of a particularly atrocious massacre of Palestinians will probably be news to them. Point out how distasteful this marketing approach really is. If a German company, for example, were to market a line of Matzo-ball soup under a brand name like “Auschwitz” the outcry would be tremendous—and rightly so. Who in their right mind names a snack food after a massacre?
3. It might be effective to give the complete packet of literature included here (minus these strategy points of course) to the store or department manager and let him know what you are doing. You could also print the list of PepsiCo products on the back of one of the posters and go through the store together identifying the various brands carried by PespiCo. Store personnel will probably approach you and offer assistance. That is a good chance to politely let them know you are doing some research for likeminded friends who wish to avoid Sabra-PepsiCo products.
4. Let purveyors know that as long as they carry “Sabra” you will also avoid buying other PepsiCo products. The fact that the “Sabra” brand may damage sales of PepsiCo’s huge list of other products may them think twice. (It is probably unwise at this point to threaten to boycott the store itself—just focus on the “Sabra” product).
5. After the store is aware of the issue, find friends who can follow up by simply presenting the small **“Sabra boycott anti-coupon.”** That way the store can start to count the cost. This coupon does provide a choice for boycotting the store. (This is up to you of course, but this option cuts off your reasons to be in the store altogether). When you present the coupon, just say that you believe the store management has already received the basic information in the boycott packet and that your coupon is a sign of your solidarity with the BDS movement.
6. Always present purveyors and consumers with a better alternatives. Stress that you would happily buy hummus that was made in store (share the recipe we have provided) or other products—preferably local. For example “Alexis” used to market hummus locally in the Pacific Northwest. Almost every Middle Eastern market or restaurant sells hummus. So do many Greek restaurants and even many other restaurants and brew pubs.
7. If we can get some small local markets to drop the brand, then we can create real leverage on companies like Wal-Mart, Fred Meyer and Costco. The point here is to make those small markets your friends so that you can recommend them as alternatives to the big purveyors.
8. In short, if we are smart and get small local businesses on our side, we can make more headway on this down the road. In any case, our message will certainly travel up the supply chain to the people whose basic business sense may make them finally back away from partnering with companies that represent Israel—companies that, directly or indirectly, support the apartheid practices of the current Likud government of Israel and their aggression, settlement, and occupation of Palestinian land.
9. Don’t think about this in terms of success or failure—anything we do along these lines will help educate our neighbors and will help send the simple message that *companies involved in supporting Israel will pay a price for their policies.* Over time, that price will simply increase until it finally becomes intolerable. That’s our goal.
10. Every interaction you have during this process is a valuable opportunity to let more people know about the injustices that the Palestinian people have suffered. Be polite and informative—we need friends, not a hardened opposition.

**Note:** The attached action packet is free for anyone to copy and use. However, if you should choose to modify it, employ tactics other than what we have suggested, or supplement it with additional information, please take the time to delete the APALME name from these documents.