



Apartheid in the fields

from Israel's illegal settlements
to UK supermarkets

2020 update

A Corporate Occupation publication
in support of the BDS movement

THE WEST BANK

Areas A & B

Area C

Area C is land that is under full Israeli control.

Virtually all Palestinian construction, including building housing, is banned in Area C.

60% of the West Bank is classed as Area C.

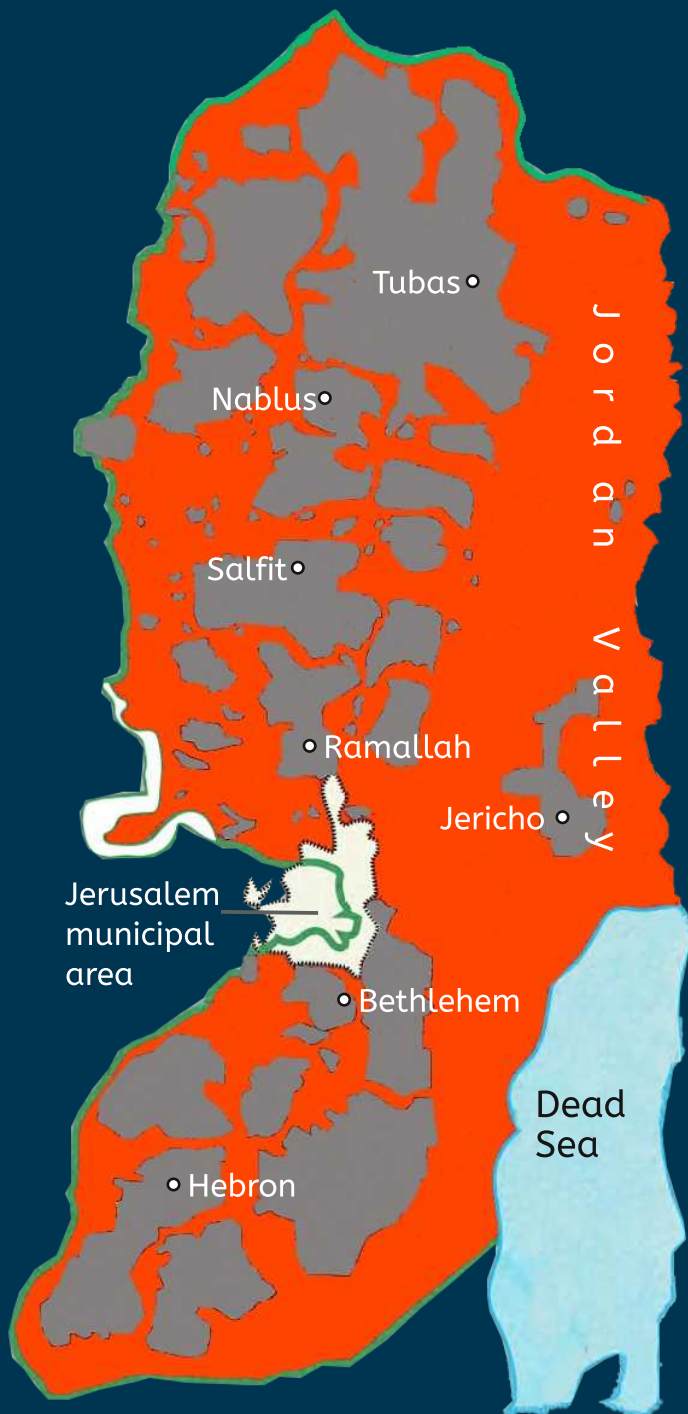
In the Jordan Valley

90% of land is classed as Area C.

50% of land has been designated as Israeli state land.

46% of land has been declared a 'closed military zone' (including Israeli settlements).

20% of land has been designated as Israeli nature reserves, meaning that Palestinians are forbidden from building anything.



620,000 settlers live in 250 Israeli colonies in the West Bank, including in East Jerusalem.

Apartheid in the Fields

2020 update

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Front cover photo: A date palm plantation in the Jordan Valley. Photo by Corporate Occupation

About the authors

This briefing is a Corporate Occupation project. Corporate Occupation was established in 2009. Our aim is to track corporate complicity in Israeli colonisation, militarism and apartheid, and to provide information-for-action for grassroots activists to use in their campaigns.

Corporate Occupation is run by writers from Shoal Collective. Shoal is a radical, independent co-operative of writers and researchers. We produce news articles, investigations, analysis and theory-based writing as a contribution to, and a resource for, movements that are attempting to bring about social and political change.

Underpinning our writing is the desire to foster grassroots resistance to capitalism by exposing

- The social misery caused by economic exploitation
- The ecological destruction inflicted in the interest of making profit for the few
- The destruction caused by unending wars, fought to control people and the natural world.

We explore and promote progressive, democratic alternatives to the dominant current economic and social structures. We want to work with people on the frontline of struggles around the world and amplify their stories.

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Introduction

We have released this report as an update to our publication, *Apartheid in the Fields*. Originally published in 2016, *Apartheid in the Fields* examined the companies exporting food from Israeli settlements in the West Bank. It also focused on the UK supermarkets profiting from sourcing their food from the settlements.

We returned to the Jordan Valley in 2018 and carried out undercover research in the settlements. This report is a result of our latest findings. We focus on some key companies exporting their produce from the settlements and selling it in European supermarkets.

We also look at the UK supermarkets selling fresh fruit, vegetables and herbs which come from Israel and its colonies. During 2019 and 2020 we have been gathering information on these supermarkets, and on the intermediary companies and packing houses that are part of the supply chain.

In 2005 a coalition of Palestinian civil society groups called for a boycott of all Israeli goods in order to bring Israel's occupation and apartheid policies to an end. We are providing this information in line with this call.

At the time of publishing this report, the UN has just released a list of 112 businesses operating in the Israeli settlements. The list is not very comprehensive and omits most of the companies in this report. The publication of the UN's report was delayed for over two years because of pressure from the Israeli government. The Israeli state fears that the list will lead to the boycotting of the companies involved in settlements.¹ Israel has also passed legislation to criminalise BDS activism.

In the context of these attempts to silence those who seek to boycott Israel's colonial apartheid policies, we hope that this report can serve as an important resource for people to take action in line with the Palestinian call. You can read the Palestinian call for boycott on the BDS website at bdsmovement.net/palestinian-agricultural-org-call-10515

Our methodology

In writing this report we used the following research techniques:

- We made several field trips to the Jordan Valley where we entered many of the Israeli agricultural settlements there and took photographs of company signage, paperwork and packaging.
- We carried out in-depth interviews with Palestinian workers on Israeli settlements about pay and working conditions.
- We searched industry sources such as the Fresh Plaza and GlobalG.A.P. (Good Agricultural Practices) websites.
- We accessed the Orbis business information website.
- Between 2018 and 2020, we observed which Israeli produce was being sold in European supermarkets, and photographed the packaging. We also searched supermarket websites to see what Israeli produce they were advertising.
- We drew on information already gathered by BDS campaigners and on the Who Profits? website.
- We stayed in regular contact with grassroots Palestinian groups such as Jordan Valley Solidarity.

We would not have been able to carry out the research for this report without the help of our comrades in Palestine.

The ongoing ethnic cleansing of the Jordan Valley

The Jordan Valley is the breadbasket of the West Bank. Israeli settler companies are farming dates, peppers, herbs and other crops on an industrial scale. The majority of these products are shipped for export outside of Palestine/Israel.

The exploitation of the Jordan Valley by Israeli settler agricultural companies is not just a capitalist project. It is a colonialist one. Our interviews during 2018 showed that more and more Palestinian land is being expropriated by the occupation authorities and made available to the settlers for industrial agriculture.

Since the start of the occupation of the West Bank, there has been a constant creeping colonisation and ethnic cleansing of the Jordan Valley.

The enforced alienation of Palestinian communities has happened through:

- The establishment and expansion of illegal settlements¹
- The setting up of 'national parks',² where Palestinians are forbidden to live or farm
- The proliferation of military training areas and firing zones³
- The domination of the water supply by the Mekorot Israeli water company⁴
- The digging of settler wells that irrigate settlement agriculture but deplete Palestinian water supplies⁵
- The confiscation of Palestinian water tanks and animals in isolated rural communities⁶

All of these processes are being deliberately carried out by the Israeli state to benefit the settlers and marginalise Palestinian communities.

Only 6% of the Jordan Valley is now under even limited Palestinian control,⁷ while 46% of the Valley's land is made up of closed military areas.⁸

Colonisation since 1967

Israel occupied the West Bank in 1967, expelling 325,000 Palestinians to neighbouring countries.⁹ Military rule was established throughout the West Bank. Israeli colonists soon began to settle the new occupied area, hand in hand with the state.

Many military bases were established throughout the Jordan Valley in 1967.¹⁰ After 1968, some of these military bases were converted into permanent Israeli colonies,¹¹ and thus the colonisation of the Valley began.

Bedouin Palestinian communities living in the areas close to the Dead Sea were pushed out through violence and intimidation. Many of them were forced to settle in the refugee camps of Jericho, or travelled north to communities closer to the centre of the Jordan Valley.¹²

Now the shores of the Dead Sea are devoid of Palestinian communities. Instead, the region is dominated by Israeli agricultural settlements, and by colonies established to make money from tourism.¹³

There are now almost 50 Israeli colonies in the Jordan Valley, and nearly 13,000 Israeli settlers.¹⁴ These colonists dominate the resources of the Valley, marginalising and exploiting its 65,000 Palestinian residents.¹⁵

The Oslo 'Peace Process'

Fifteen years of military occupation paved the way for the first Palestinian Intifada, a mass uprising across all of historic Palestine. The Israeli state responded to this by initiating a sham peace process, hoping negotiations would defuse the situation. In 1993 the Oslo process began, eventually establishing the Palestinian Authority led by Yasser Arafat.

The stated goal of the Oslo process was to work toward the establishment of a Palestinian state. But in fact the negotiations served more underhand aims. First of all, under the cover of the negotiations, Israeli settlers were able to steal more Palestinian land than in any other previous decade.¹⁶

Secondly, the Oslo process established three zones of control in the Occupied Territories: Areas A, B and C. Area A was under supposed Palestinian control, Area B jointly controlled between the Palestinian Authority and the Occupation authorities, and Area C under full Israeli control.

These zones of control were agreed as interim measures, only to remain in place up until the creation of a Palestinian state. The promised Palestinian state, of course, never came into existence. But Areas A, B and C remained as a new system of repression.¹⁷

Over the 25 years since the establishment of these zones of control, the Israeli Occupation authorities have imposed a near-blanket ban on the building of Palestinian houses in Area C. Any Palestinian structures built after 1967 are subject to demolitions. Palestinian agricultural crops, water infrastructure and trees in Area C are routinely bulldozed by the military, or by workers from the Israeli Civil Administration.¹⁸ 60% of the entire West Bank is classified as Area C.¹⁹

An even higher proportion of the Jordan Valley falls within Area C: almost 90%. This means that Palestinian communities cannot build anything to meet their needs,²⁰ and live under a constant existential threat.

A war on the Valley's threatened communities

Many of the Valley's Area C communities are under threat of annihilation by:

- The occupation authorities' demolition policies²¹
- Settler harassment²²
- The systematic denial of drinking water²³
- The expansion of military firing areas²⁴

Military training has been used several times as a guise for the forced removal of Palestinians from their homes.²⁵ Only with international pressure have they been allowed to return.²⁶

According to Israeli human rights group B'Tselem: "From January 2013 through September 2017, the military compelled various communities throughout the Jordan Valley to vacate their homes 140 times."²⁷

One such community is Hammamat Al Maleh in the northern Jordan Valley. The residents of Al Maleh have been evicted several times so that Israeli military trainings can take place in the village.²⁸ The community is constantly subjected to home demolitions,²⁹ to settler violence from the residents of the nearby Israeli colony of Maskiyot, and to their village being reclassified as a 'firing zone'.³⁰ The Israeli state wants to literally wipe communities like Al Maleh off the map.

In 2019, a new Israeli state project was uncovered by Palestinian campaign group Jordan Valley Solidarity. The plan is a new existential threat to 12 Palestinian villages in the Jordan Valley, as well as several hamlets. The government's plan "aims to connect all 13 illegal colonies (Baka'ot, Givat Sa'alit, Hamdat, Maskiyot, Mekhola, Ro'i, Rotem, Shadmot, Mehola and a new colony currently under construction) by two existing roads – the N90 and the Alon Road (route 578) – to form one large, closed Israeli agricultural area."³¹

The plan would effectively erase Palestinian existence in the northern Jordan Valley, to the benefit of the big settler farms.

Threat of annexation

Israeli politicians have long been threatening the annexation of the entire Jordan Valley. In 2013, right-wing politicians voted for a symbolic motion calling for an annexation of the Valley to the state of Israel.³² In September 2019, the plans for annexation were given Prime Ministerial approval in a press conference by Benjamin Netanyahu. Netanyahu pledged that if his government was re-elected to another term, then he would oversee the annexation of the Jordan Valley. He said:

"Today I'm announcing my intention, with the establishment of the next government, to apply Israeli sovereignty to the Jordan Valley and the northern Dead Sea."³³

Stealing almost a quarter of the West Bank

Netanyahu's scheme would reportedly annex 1,236,278 hectares of land to the Israeli state.³⁴ This would amount to between 22% and 30% of the West Bank. A map of the plan shows that it would create Palestinian ghettos, separated from the rest of the West Bank. The biggest of these ghettos would be the city of Jericho.³⁵

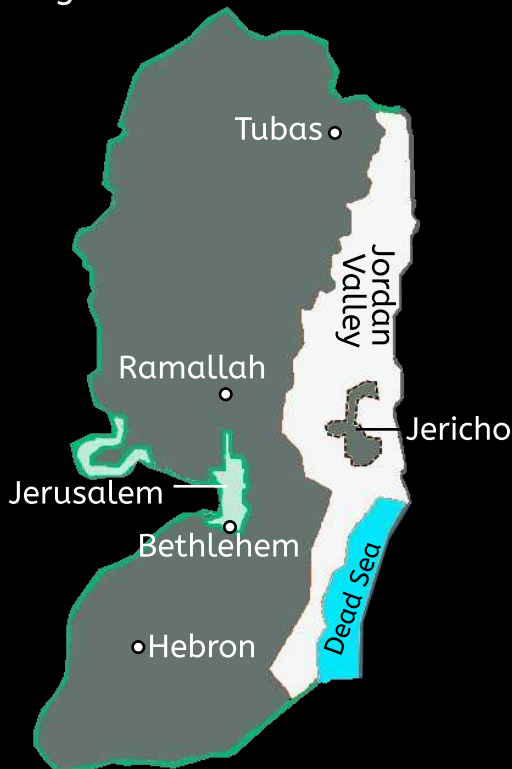
Israeli anti-occupation group Peace Now has compared the policy to the 'Bantustans' established by South Africa's apartheid regime:

"The vision presented by the Prime Minister is, in fact, a vision of apartheid"

"The vision presented by the Prime Minister is, in fact, a vision of apartheid, of one country in which one group of civilians has full rights (Israeli) and another (Palestinians) does not. The

Map of the West Bank showing Israel's annexation plan for the Jordan Valley (in white)

The map shows that Jericho will be a ghetto.



autonomy and access roads Netanyahu guarantees to the Palestinians in the Valley are alarmingly similar to the Bantustan formula in former Apartheid South Africa.”³⁶

Preventing Palestinian autonomy

Several commentators have pointed out that the plan will be another nail in the coffin for a future Palestinian state, and for Palestinian hopes of autonomy in the region.

According to Peace Now:

“Anyone familiar with the conflict, the geography of the region, and the minimum conditions for establishing a Palestinian state in the Occupied Territories knows that an independent and viable Palestinian state cannot be established with such a large swath of land along the Jordan River taken away.”³⁷

Netanyahu’s announcement comes one year after Israel’s attempts to demolish the Bedouin community of Khan al-Ahmar.³⁸ This attempted expulsion, which took place just west of the Jordan Valley, was widely seen as part of an attempt to make any future attempt to establish an independent Palestinian state impossible.³⁹

Trump’s ‘deal of the century’

In late January 2020, Netanyahu travelled to the White House for meetings with US President Trump. Trump unveiled his ‘deal of the century’, which he said was intended as a plan for peace between the Israelis and Palestinians. Instead, the plan aims to give the green light to the redrawing of Israel’s borders and the annexation of the Jordan Valley.⁴⁰

Trump promised economic rewards of \$50 billion to the Palestinian Authority as a pay-off for accepting the deal. But PA President Abbas has outright refused.⁴¹

Trump also hosted Benny Gantz of the ‘White and Blue Party’ at the White House. Gantz, Netanyahu’s chief electoral rival, is also strongly supportive of annexing the Valley.⁴²

The Israeli state immediately began to make preparations to annex the Valley, keen to take full advantage of Trump’s support for the annexation. The Israeli military moved more troops to the Valley, in anticipation of Trump’s announcement.⁴³

However, the US has requested that the annexation does not go ahead until after the March 2nd 2020 Israeli election.⁴⁴

If the annexation does go ahead, it will be the largest Israeli land seizure since the Golan Heights was unilaterally incorporated into Israel.⁴⁵ Like the Golan Heights and East Jerusalem, the annexation will be in contravention of international law.

Our comrades in the Jordan Valley will need our solidarity in the months to come, as they face the consequences of these new US-Israeli annexation moves.

Steadfastness

Despite all this, Palestinians continue to resist. After Netanyahu's annexation plans were announced in September 2019, Palestinians braved the bullets and tear gas of the Israeli army to demonstrate close to the colony of Kalia on the Dead Sea coast. Demonstrators were brutally attacked and beaten by the army. A statement by the Popular Struggle Coordination Committee reads:

"We resist annexation by enacting Palestinian sovereignty over its borders, land and the water that flows above and beneath the surface, so that basic needs of our people are met and justice for our people as well as for the generations before and for those yet to come is realised."⁴⁶

The most consistent and steadfast resistance is from the residents of the Jordan Valley, from the people who live in communities like Al Maleh and Al Hadidya, and hundreds more like them who refuse to leave their homes in the face of constant Israeli army and settler harassment. They refuse to be intimidated despite their houses being bulldozed and their livelihoods taken away, and despite the fact that they are systematically denied even water to drink.

Demonstrations were held all over the West Bank and Gaza in response to Trump announcing his 'deal of the century'. In the Jordan Valley, hundreds of Palestinian demonstrators entered an area which had been declared a 'closed military zone' and symbolically planted chickpeas.⁴⁷ At the same time, Israeli settlers demonstrated outside the Mehola colony with T-shirts emblazoned with the slogan 'annexation now'.⁴⁸

Jordan Valley Solidarity

Jordan Valley Solidarity (JVS) is a grassroots network which has been set up to support communities in the Valley. JVS sent us the following statement in response to the deal:

"The Trump deal announced is not a peace deal, but a war against the Palestinian people and their private property. This is the truth because the lands to be annexed are private lands for the Palestinians, and there are papers and evidence of ownership.

The area of these lands [earmarked for annexation] is 30% of the area of the West Bank and 60% of the Jordan Valley... [The planned area for annexation includes] water sources such as the Jordan River, the Dead Sea and groundwater [which contribute] heavily to our economy. In addition, the Jordan Valley is the only border we have with Arab countries. [Through this plan]

**To remain in
the Jordan
Valley is truly
an act of
resistance**

Trump kills any hope that there is left for the peace process. It will be impossible for a Palestinian state to see the light if Trump and Netanyahu's plan is implemented."

One of Jordan Valley Solidarity's most important projects is the rebuilding of homes, schools and community resources in defiance of the Occupation's building restrictions. According to JVS:

"We are establishing the right of Palestinian communities to build their own infrastructure, and we are creating the 'facts on the ground' that enable families to stay on the land they've been living on for generations.

We are creating the conditions that make it possible for the Palestinian Authority, NGOs and international donors to provide support to these communities that are so vulnerable to brutal ethnic cleansing by the Israeli state.

We are planning for the future, to ensure that we still have a strong and healthy community in the Jordan Valley when Palestinians achieve their right to independence and self determination."⁴⁹

The motto of the Jordan Valley Solidarity network is "to exist is to resist". This phrase has never rung more true than now. The very existence of the majority of Palestinian communities in the Jordan Valley has been put into question by Benjamin Netanyahu and Donald Trump.

For most of the Valley's residents, simply remaining in the communities that they were born into means that they are a direct obstacle to the Israeli state's plans. In the coming months the Israeli state, backed by the US president, may try to steal the ground from beneath the feet of these communities. To remain is truly an act of resistance. International solidarity with the Palestinians of the Jordan Valley has never been more important than now.

Mislabelling: a systematic and deliberate attempt to mislead consumers

The Israeli companies profiled in this report are all engaging in the routine mislabelling of produce from the West Bank. The EU's guidelines about the labelling of fresh produce are clear: that foodstuffs originating from Israel's illegal settlements must be labelled as such.

Corporate Occupation's researchers have been carrying out undercover research in the Jordan Valley settlements for over ten years. However, in all our trips to the Jordan Valley we have never seen one box of fresh produce being labelled to show that it originates from an Israeli settlement, or that it comes from the West Bank. Instead, fresh produce being packaged in the Jordan Valley settlements is routinely labelled 'Produce of Israel'. Companies, as a matter of course, label produce with an address inside Israel's 1948 borders.

Why do Israeli companies mislabel settlement goods as 'Produce of Israel'?

Israeli export companies do not want consumers to know that the food they are buying is from a settlement as they are worried that it will stop consumers buying their products.

In June 2000 the EU and Israel signed an Association agreement allowing beneficial terms for Israeli companies exporting goods to the EU.¹ Israeli companies want to fraudulently claim the preferential terms of this agreement by portraying their products as produce of Israel when they actually come from Israel's colonies. This is in direct contravention of the 2010 ruling of the European Court of Justice in the Brita case (see page 12).



We found Fratelli Orsero's boxes in a Jordan Valley settlement in 2018. The box states that the produce comes from Israel, in a clear attempt to mislead consumers. Photo by Corporate Occupation, summer 2018.

Examples of systematic mislabelling uncovered by Corporate Occupation's research in 2018

- We found citrus fruit packaging in the colony of Argaman mislabelled 'Origin: Israel.' The fruit was being marketed by Italian company Fratelli Orsero, and exported by Israeli company Mehadrin. A company address was listed in Be'erot Yitzhaq, within Israel's 1948 borders.
- We photographed packaging for fresh herbs in the settlement of Argaman. The box was labelled 'Pays d'Origine Israel'.
- We saw Mehadrin dates labelled 'Mehadrin: Growers of Israel' in the settlement of Gilgal.
- We obtained packaging for bell peppers packaged by Hanan Pasternak in the settlement of Tomer. It was labelled 'Produce of Israel'.
- We photographed a box of Arava fresh organic herbs in the settlement of Mehola. They were labelled 'Country of origin, Israel.' The box was labelled with a company address in the city of Modi'in, inside Israel's 1948 borders.
- We photographed piles of flatpacked packaging for Bless Herbs Ltd in a herb packing house in Mehola settlement. The boxes were labelled 'Produce of Israel' and bore a company address in Ness Ziona within Israel's 1948 borders.

This is just a small sample of the mislabelling uncovered in this report. Corporate Occupation found identical evidence of mislabelling on our research trips in 2010 and 2013.² This amounts to a systematic attempt to mislead consumers. Israeli export companies are also misleading European supermarkets and retailers about the provenance of their produce.

Take action

Contact your local supermarket's head office & alert them to the evidence of systematic mislabelling of produce from the settlements. Point out that if they source from Mehadrin, Galilee, Hadiklaim, Arava, Mor, Miriam Shoham & the other companies listed in this report, then they cannot guarantee that the companies are being honest about the provenance of the produce. Demand that they stop sourcing from these companies.

TIMELINE

of national & EU legislation, regulations & case-law relating to the labelling of goods from Israel's colonies

JUNE 2000

The EU-Israel Association agreement offered preferential terms for the export of Israeli goods into the EU.¹

FEB 2010

The European Court of Justice rejected an appeal by Brita, a German company importing products manufactured by Soda Club (Sodastream) in the settlement of Mishor Adumim. The court ruled that that "products originating in the West Bank do not fall within the territorial scope of the EC-Israel Agreement and do not therefore qualify for preferential treatment under that agreement."³

NOV 2015

The European Commission issued an 'Interpretative Notice' "on indication of origin of goods from the territories occupied by Israel since June 1967". It read: "Since the Golan Heights and the West Bank (including East Jerusalem) are not part of the Israeli territory according to international law, the indication 'Product from Israel' is considered to be incorrect and misleading in the sense of the referenced legislation."

The Notice suggested using the labels 'Product from the Golan Heights (Israeli settlement)' or 'Product from the West Bank (Israeli settlement)' for settlement produce, and 'Product from the West Bank (Palestinian product)', 'Product from Gaza' or 'Product from Palestine' for Palestinian products.⁴

JULY 2019

The Federal Court of Canada ruled that it is "false, misleading and deceptive" to label wine from Israeli settlements as 'Produce of Israel'.⁷

SEP 2019

The Canadian government announced that it will appeal the decision of the Federal Court on the labelling of wine from Israeli settlements, after pressure from Zionist lobby groups.⁸

JUNE 2009

The UK's Department for Environment, Food and Rural Affairs (DEFRA) issued new guidelines regarding the labelling of products being imported to Britain from the West Bank. The guidelines stated that "the Government considers that traders would be misleading consumers, and would therefore almost certainly be committing an offence, if they were to declare produce from the OPT (including from the West Bank) as 'Produce of Israel'". DEFRA also issued voluntary guidance that fresh produce from the West Bank should be labelled either 'Produce of an Israeli settlement' or 'Palestinian produce'.²

NOV 2016

The French Minister of the Economy and Finance published a notice concerning the labelling of goods originating in the territories occupied by Israel since 1967. The notice specified that "Foodstuffs from the territories occupied by Israel must be labelled to reflect this origin" and required products having such an origin to include the term "Israeli settlement" or equivalent terms.⁵

JUNE 2019

Advocate General Hogan of the European Court of Justice rejected an appeal by an Israeli wine exporter against the requirement to label its wine as coming from a settlement. He confirmed that "EU law requires for a product originating in a territory occupied by Israel since 1967, the indication of the geographical name of this territory and the indication that the product comes from an Israeli settlement if that is the case." Hogan did, however, leave it open for EU member states to have differing regulations with regard to labelling.⁶

NOV 2019

A group of well-known Israelis published the following letter: "We, concerned citizens of Israel, welcome the recent ruling of the European Court of Justice, which in confirming that Israeli settlement products cannot be labelled as originating in the State of Israel, reaffirmed the illegality of settlements and the importance of international law. We believe that accurate labelling of settlement products is an important step but is insufficient. We call upon the European Union to ban the import of Israeli settlement goods."⁹

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ISRAËL

DU LUNDI 8 AU DIMANCHE 14 AVRIL 2019



Pamelos
Variété Sunrise
Catégorie 1, calibre 54

Sunrise grapefruits labelled 'Produce of Israel' in Carrefour supermarket, April 2019. Photo by Kaou

Interviews with Palestinian workers

Making a killing in Tomer settlement



Yousef,* Samih,* and Hasan* are exhausted. Their eyes are heavy and Samih is slumped in his chair. It's after 10pm and the 14, 15, and 16 year olds need to get up for work in less than six hours.

"We have no choice," explains Yousef. "If we don't go to work they will kick us out. It's peak season."

The three Palestinian teenagers work together in the fields of a capsicum and chilli pepper farm, in the illegal Israeli settlement of Tomer, West Bank.

The West Bank, which is part of Palestine, has been militarily occupied since Israel invaded in 1967.

Every day the boys start work at 5.30am, harvesting peppers to be packed and sold across Israel, the West Bank, and elsewhere in the world. Most of their fellow workers are teenagers like them, some child labourers as young as 13 years old.

Despite the hard, physical work – and their young age – they say they are not allowed any breaks during the day – not even to go to the toilet or get a drink. "We go to the toilet before we go to work. If they catch us going in the farm they will punish us," says Yousef.

They are also exposed to the pesticides used in the fields. "They have a machine to spray the pesticides," Hasan tells us. "The guys who spray it wear a mask, but they do it while the workers are harvesting the peppers, and we don't have a mask or gloves."

"We breathe in the chemicals. It's toxic. They use plastic over the farm, so it's enclosed. We feel it in our eyes," says Yousef.

They are not provided with drinking water, so they have to drink the water from the same hose line that is used on the capsicum plants. They are worried that this may also be polluted with chemicals.

“I almost cut my finger off while working because of the cutters they give us. The settlers don’t give us days off when we’re sick or injured and my finger was hurting for 10 days. They didn’t give me any medical help,” says Hasan.

Khaled* joins the interview. He is the oldest worker we speak to, at 18 years old. He works in a capsicum and chilli pepper packing house in Tomer. He has been there for two years – although he adds that to him it feels more like a hundred.

In the factory, Khaled stands in a long row with other workers and uses a machine to wash, clean, divide, and box up the capsicums. He doesn’t know exactly where the peppers are being sent, but knows that some are going to Israel, some to elsewhere in the West Bank, and some to Europe.

“I don’t feel safe in my job. We are really worried when we’re working. We can’t really take a rest. If I want to have a cigarette outside, they come and shout that we have to work. Even if a person has worked there for a hundred years, if the head person comes and isn’t happy with one small thing they would fire him or her. One of the girls had been working in the factory for six years. This morning she had problems getting the peppers out of the machine. The settlers said that she shouldn’t come back to work again because she wasn’t working hard enough.”

The boys are just some of the 1,800 Palestinian workers labouring on Israeli settlements in the Jordan Valley. The land on which these settlements were established was taken from Palestinians; the majority of it was private land owned by individual farmers.

Yousef, Samih, and Hasan all live nearby, in the village of Fasayil. Fasayil has had hundreds of acres of land stolen by the occupation. Over 7% of the village area has been taken by the Israeli government to build four settlements: Tomer, Gilgal, Petza’el, and Netiv HaGdud.

People live under constant surveillance, under the gaze of an increasing number of cameras stationed along roadsides. Palestinians in the Jordan Valley also face regular harassment from settlers and soldiers, whether it be violence, theft, abuse, or the destruction of crops.

“My family [has] goats and sheep,” says Hasan. “If we are as little as 100 metres from the settlement fence, the soldiers come and shoot to scare our sheep. Sometimes the soldiers kidnap us shepherds and the sheep escape everywhere.” He says that shepherds have been detained by soldiers and not released to retrieve their sheep for several hours.

Israeli settlement expansion in the Jordan Valley is driven by Zionist colonialism, but another motivation is that there is big money to be made by Israeli companies in exploiting cheap Palestinian labour. The unemployment rate in Gaza and the West Bank is the highest in the world – according to the International Labour Organization (ILO), it was 27.4% in 2017. With agricultural livelihoods under attack and freedom of movement massively restricted by the occupation, many Palestinians across the West Bank are forced to work in the

**“If we
refuse to do
overtime
they’ll fire
us”**

settlements on land stolen from their families. Over 130,000 Palestinians worked in Israel and the settlements in 2017.

Khaled, Yousef, Samih, and Hasan all work long, hard hours, seven days a week. They get paid NIS 100.00 a day (£22), which includes the NIS 10.00 fare for the bus to work. The daily Israeli minimum wage for a six-day week, which Palestinians working in Israeli settlements are entitled to, was NIS 212.00 (£46) at the time of interviewing the workers. In January 2020 the minimum wage increased to NIS 244.62.

For Yousef, Samih, and Hasan, there is no sick pay. Khaled is the only worker interviewed who thinks that his employers give sick pay when there are accidents. He explains that one worker had his hand broken by a machine in the field, and was paid while he recovered at home.

A working day should end at around 1pm, but normally they have to work at least two extra hours – sometimes more. “If we refuse to do overtime they’ll fire us,” says Samih. “If we’re tired we’re not allowed to have a break. If we do they will also fire us.” Often the settlers refuse to pay for any overtime at all. According to Khaled, “Last month I worked seven hours overtime, but they didn’t give me any more money.”

Khaled makes around NIS 2,700.00 (£592) a month. Israel’s minimum monthly wage at the time of the interview was NIS 5,300.00 (£1,162).¹ “They don’t pay extra for the weekend and they only give us just NIS 10 per hour for overtime. Overtime should be paid double but it’s the same money as during the day.”

This is a lucrative business for the settlement companies exporting fruit and vegetables to be sold around the world. These products are often labelled as ‘Made in Israel’ to disguise that they came from settlements on Palestinian land – despite the fact that in 2015, the European Union mandated that Israeli producers must explicitly label farm goods and other products as coming from settlements built on occupied land.

In 2005, 170 Palestinian civil society organisations came together to call for boycotts, divestment, and sanctions (BDS) against Israel. The boycott covers Israeli goods (including those produced in settlements), companies, and institutions. Pro-Israeli state and Zionist propaganda paints these activists as extremists and anti-Semites, simply for putting pressure on the Israeli state to end Palestinian oppression.

The Knesset, the national legislature of Israel, has made it a civil offence to publicly call for a boycott against the state of Israel. In early 2018 the government published a list of 20 NGOs whose officials would be banned from entering the country – including representatives from BDS national committees in France, South Africa, Italy, and Chile.

Yousef, Samih, and Hasan are not afraid of losing their jobs if the BDS movement is successful. “If there’s no work in the settlement we can survive,” says Hasan. “The boycott is good; it’s solidarity.”

“I wish that everyone around the world would boycott Israeli goods; it is resistance.”

Khaled also supports BDS: “I wish that everyone around the world would boycott Israeli goods; it is resistance. If the settlement companies closed down because of the boycott I would be happy. I would find work in Nablus and there would be no more settlers in the Jordan Valley.”

Goods from Tomer, where the boys work, are exported all over the world. In the past, BDS activists have uncovered that dates packaged in the settlement had ended up on the shelves of major European supermarkets such as Morrisons and Tesco. Several products from the occupied Jordan Valley, such as Medjoul dates and herbs, are air-freighted for sale in the US and Canada.

Corporate Occupation researchers visited Tomer in summer 2018 and found that boxes of capsicum were being placed in packaging bearing the logo of Israeli company Arava, the leading exporter of peppers from Israel and its settlements.

In 2012, the Co-op supermarket, one of the UK’s largest supermarket chains, took a principled stand and stated that it would no longer work with any supplier known to be sourcing from the illegal settlements. This had an impact on four of its suppliers: Agrexco, Arava Export Growers, AdaFresh, and Mehadrin.

The Palestinian BDS national committee applauded the supermarket's stance, stating:

“Agricultural export companies, especially Israeli agricultural export companies, are at the heart of Israel’s system of domination over the Palestinian people.

They are an integral component of the ongoing process of colonisation and environmental destruction of Palestinian land, the destruction of Palestinian agriculture, the theft of water, and the abuse of Palestinian workers’ rights.”

It’s high time that other international supermarkets and grocery stores follow suit, stand in solidarity with oppressed Palestinians, and join the boycott of Israeli goods.

**Names have been changed to protect the security and privacy of workers.*

This article was written by Amy Hall and first appeared in Briarpatch magazine.

"If we had water we would farm our own land"



We meet Omar* and Mahmoud* on the porch of their simple concrete house in the village of Al-Jiftlik in the middle of the Jordan Valley. We have come to interview them about what it's like to work in the date palm colonies in the area.

Omar and Mahmoud are both young men in their 20s. As we talk, family members returning from work pull up chairs, drink tea and listen.

Omar tells us that the family owns land inside the village which they farm in the winter, but in the summer they need to work for the nearby Israeli colonies. He harvests dates in the fields of Argaman, Massua, Gilgal, Hamra and Tomer settlements. Sometimes he also operates machinery.

Mahmoud tells us that he works in all of the settlements from Beit Shean in the north to the Dead Sea in the south. He has a skilled job working on the date palms.

Getting paid below the minimum wage

Omar gets paid 80 or 90 shekels per day. He says: "Mostly the wages are similar in each settlement, maybe 5-10 shekels difference."

He starts his day at 8am, picking high in the date palms, while female workers are employed to sort the good dates from the bad.

Omar tells us: “We are sometimes working as high as fifteen metres. We work on a [cherry picker] machine that drives very fast between the trees. When the machine is driving it’s very dangerous: a guy can fall down.”

Omar’s pay is around NIS 11 or 12 per hour, and is well under half the Israeli minimum wage. Under Israeli law, Palestinian workers on settlements are entitled to the same minimum wage as workers in Israel.¹

Mahmoud has a skilled position and has comparatively high pay, but he is still paid only about NIS 21 an hour, below the official Israeli minimum wage of NIS 29 an hour.²

Unsafe work

Mahmoud and Omar tell us that: “In 2011 a worker in [the settlement of] Gilgal fell. He spent five years in a coma in hospital before he died.”

Mahmoud tells us that he doesn’t feel safe in his job, but that he needs the money because the family cannot access enough water to farm their own land in the summer.

Communities denied water

According to Mahmoud:

“We don’t have enough water to grow things in the summer time and we don’t have enough support either. So I need to work in the settlement. We don’t have enough water because in most of this area we can’t dig water wells and [Israeli water company] Mekorot refuses to connect us to the water supply.

In the winter we don’t need a lot of water to grow things. We collect the rain water. But in the summer if we want to grow things we need to buy a lot of water. It’s very expensive.

If we want to dig water wells we have to buy permission [from the occupation authorities] which costs around 700,000 shekels. It’s not really an official permission, it’s a bribe to the head of the Israeli Civil Administration, Mekorot and the army. This money would be under the table. But families here can’t afford this.

If we dig water wells without permission they come and destroy them. So we use rainwater, or sometimes take water [illegally] from Mekorot’s pipes.”

**“The
settlements get
bigger every year.
They are
confiscating more
land.”**

"If the settlement businesses closed down, we would get our land back"

Omar tells us that many people come from the refugee camps around Nablus to work in the Jordan Valley. He tells us: "They have no other option but to work in the settlements. They have less options than us here in Al-Jiftlik, because at least we have some land."

Despite this, both men support the Palestinian call for Boycott, Divestment and Sanctions. According to Omar: "If the settlement businesses closed down, we would get our land back."

Child Labour

Omar tells us that he works alongside many children under the age of 16, and some children start work when they are 14. "I started work in the settlements when I was 15 years old," he says.

Mahmoud tells us: "I also see people working who are under 16. Some of the settlers deliberately pick workers who are under the age of 16."

Palestinian intermediary

Omar and Mahmoud are both employed through a Palestinian intermediary who works with the settlers. According to Omar: "We just organise our work by phone [with the Palestinian intermediary]. If they have work, we go. We don't have a contract."

Poor working conditions

Omar tells us that his employers don't provide a toilet for the workers, while Mahmoud complains that he is not allowed a break. According to Mahmoud they would be blacklisted for unionising. He says: "If we tried to join a union the settlers would make sure that we couldn't work anywhere".

"The settlements get bigger every year", Mahmoud tells us. "They are confiscating more land. A year and a half ago they took land belonging to a family from [the Palestinian village of] Aqraba. Now the settlers have planted young trees. The owners of the land don't have the documents to prove they're the owners of the land and that's why it was very easy to confiscate it."

Omar concludes by saying: "If we had enough water I wouldn't go to work in the settlements. I would farm my family's fields and employ workers to work with me. Our main problem is water."

**"If we had
enough water I
wouldn't go to work
in the settlements. I
would farm my
family's fields."**

**The interviewees' names have been changed for their safety.*

"There are 400 or 500 settlers in four settlements, and they have more water than all of the 8,000 Palestinians who live in Bardala, Kurdala & Ein al-Beida."

We interviewed a worker employed for Delevi Baum who wished to remain anonymous. Delevi Baum is owned by Ran Natan Delevi. The company rears animals in the settlement of Mehola to sell for meat.

Corporate Occupation: Can you tell us about the company, and what they export?

Worker: The company is owned by five settlers. They buy milk and the animals from Europe. They sell the animals for meat and sell some of the milk for a profit. There are around 2,000-4,000 animals, bought at different ages. Some cows are babies of two months and some are around eight months old. The company owns two ships and that's how they bring the cows from Europe. Every three months they deliver 6,000 to 12,000 cows and sheep.

Delevi Baum sells the animals live – they don't kill them at the settlement. They buy the animals very cheaply as babies and feed them for five or six months, then sell them for a lot of money. They also buy the milk for 60 or 70 shekels and sell it for 200 or 300 shekels.

The customers are both Israeli and Palestinian. Some Palestinians buy the products because they aren't able to buy directly from Europe. Delevi Baum's products are [mis-]sold as produce of Israel. They make their products look like they come from within the 1948 borders of Israel because they don't want Palestinian people to boycott them. Sometimes they bring the meat to Gaza through the Jalameh checkpoint or to Hebron from Tarqumia checkpoint. They say it's Israeli. They take it from here to Jalameh to make it look like it's coming from Israel, not the settlement."

How many people work for the company?

In total there are eight people working for Delevi Baum – four people full-time and another four when they deliver the cows. Some to give medicine to animals and some to bring animals from the open trucks.

And how much do you get paid?

The Palestinian workers are paid between 18 and 27 shekels per hour and Palestinians from within the 1948 borders [of Israel] get paid 38 shekels per hour. We work between 6 and 10 hours per day. The Israeli law says they have to pay 29 shekels an hour. I started on 16 shekels per hour and have gradually had pay rises, but I still don't receive the 29 shekels.¹

We don't have any insurance, and if we have an accident we have to go to the court to get compensation.

Every month when they give us our salary they ask us to sign a document to say that we don't have any rights [such as to the minimum wage]. The document is written in Hebrew.

Do you know what the situation is for the Palestinians working in the herb packing houses in Mehola?

In the herb packing houses the workers are paid 18 shekels an hour. The workers who have been there a long time get up to 26 shekels. There's a boss, a [Palestinian] middle-man who takes a cut of the workers' wages.

What do you think about Mehola settlement? Has it affected the area in a negative or positive way?

Negatively, because they steal our land and our water. There's only one water well in Bardala and they take water from this well and use it for the needs of all of the settlements in the area.

"They sell Israeli products in the West Bank, & destroy our economy by selling them very cheaply, undercutting local producers. We could produce these products ourselves if we had access to water."

They sell Israeli products in the West Bank, and destroy our economy by selling them very cheaply, undercutting local producers. We could produce these products ourselves if we had access to water. We could also export for ourselves.

But not all Israeli products are sold cheaply. For example, Delevi Baum buys milk very cheaply from Europe and sells it to our people at a very high price because we don't have the opportunity to buy it from Europe directly.

There are around 70 or 80 settler families, 400 or 500 settlers, in the four settlements and they have more water than all of the 8,000 Palestinians who live in Bardala, Kurdala and Ein al-Beida. To every 1 million cubic metres of water the settlers use every month, we use 1,000. All the land the settlements are on belongs to the people of [the Palestinian town of] Tubas and the small communities around. If Palestinian people want to build anything they are not allowed to because it's Area C, but the settlers can build what they like.

Who owned the land Mehola is on before the establishment of the settlements?

The land of Mehola belongs to the Al Foukha, Sawaftah, and Daragmeh families from the Tubas area. Tubas town is the second biggest town in the West Bank in terms of land ownership. The only good thing that the settlers have brought is work. But if we had our land and water we could organise work for ourselves. If there were no settlements then we would have our own land and water, our own projects and our safety.

We need to end the occupation so that we have our rights. The main problem is with the occupation.

"Every month when they give us our salary they ask us to sign a document to say that we don't have any rights... The document is written in Hebrew."

Workers' rights: our findings at a glance

Name of settlement	Workers' wages	Do wages meet Israeli minimum wage requirements?	Companies operating in or sourcing from the settlement	Are workers hired from a Palestinian intermediary?	Reports of unsafe working conditions?	Use of child labour?	Are workers allowed to take a day off sick?	Did the workers interviewed support the BDS movement?	Can workers form a union?
Tomer	NIS 100 per day (£22), including NIS 10 fare for the bus to work	No	Galilee, Mehadrin, Cherriessa, Arava, Dani Maimoun, Haananan	Yes	Yes: use of chemicals with improper safety gear	Yes, as young as 13	No	Yes	No information
Argaman	NIS 11-12 per hour	No	Mehadrin, Fratelli Orsero, Sole, April Herbs, Tali Grapes	Yes	No information	Yes	No information	Yes	No: workers would be blacklisted for unionising
Massua	NIS 11-12 per hour	No	Not visited in 2018	Yes	No information	Yes	No information	Yes	No: workers would be blacklisted for unionising
Gilgal	NIS 11-12 per hour	No	Mehadrin, Hadiklaim/ King Solomon Dates	Yes	Yes: a worker has been killed falling from a cherry picker whilst harvesting dates	Yes	No information	Yes	No: workers would be blacklisted for unionising
Mehola	NIS 18-27 per hour for West Bank Palestinians	No	Delevi Baum, Arava, AG Ankor, Bless SR	Yes	No information	No information	No information	Yes	No information

**Key companies
exporting from
settlements to
supermarkets**

Mehadrin



Mehadrin boasts that it is “Israel’s largest grower and exporter of citrus fruits and vegetables”. It is a major supplier of the Jaffa brand, which has become synonymous with Israel’s agricultural apartheid policies.

As well as being an exporter, it is a grower and owns 8,500 hectares of land.¹ Mehadrin has annual sales of \$400m, and exports 70% of its products abroad. It has offices in the UK, US, Sweden, Switzerland, Netherlands and France.²

Mehadrin states that it is “a leading supplier of the world-renowned Jaffa brand”.³ The Jaffa trademark is owned by the Citrus Division of the Israeli Plant Production and Marketing Board,⁴ an Israeli state institution.⁵ The trademark is owned in the UK by AMT Fruit, which exclusively supplies Tesco.⁶

Settlement dates

Mehadrin is a major exporter of Medjoul and Deglet Nour dates. The company lists its date-growing regions as the Jordan Valley, the area around the shores of the Dead Sea, and the Arava.⁷ Two out of three of these areas refer to Israeli settlement agricultural areas inside the West Bank. Global supermarket chains which import goods from these areas are complicit in Israel’s illegal colonisation of Palestinian land. In January 2020 we photographed Mehadrin dates in Asda, marketed as the supermarket’s own-brand ‘Extra Special’ dates.

Muslims worldwide traditionally break their fast during Ramadan with Medjoul dates. Mehadrin, along with other Israeli companies, profits from this. Some Mehadrin packaging is printed in Arabic script to appeal to Muslim consumers. There is a global campaign to raise awareness of this, and to encourage Muslims to boycott Israeli dates.

Top: Mehadrin grapefruit on sale in M&S. Photo by Corporate Occupation, December 2019.

In 2018, Corporate Occupation researchers entered a 3,000 metre refrigeration unit in the settlement of Gilgal. A sign informed us that the refrigerator unit was used to store dates grown in the Jordan Valley, and that the dates are exported through Mehadrin. The sign confirmed that Mehadrin's fruits are "spread all over the Jordan Valley". Interestingly, the Mehadrin global website doesn't list the Gilgal refrigeration unit, nor any other premises in the territories illegally occupied in 1967, in its map of warehouses, associated warehouses and orchards.⁸

However, the company admits that it sources from the Jordan Valley and Dead Sea region in a PDF on the same website.⁹ It seems that the company is trying to hide the fact that it sources goods grown by illegal colonists in the West Bank.

Stealing more and more land

As we travelled south down Route 90 between the settlements of Tomer and Gilgal, we photographed date trees, newly planted on an industrial scale. We were told by local Palestinians that land close to the settlement of Gilgal had recently been expropriated from its Palestinian owners and planted with date trees, farmed by the settlers. In Tomer settlement we photographed Mehadrin Medjoul dates being sold in an Israeli shop which has been set up to market products from the Jordan Valley settlements to passing motorists.

Date farming has transformed the landscape in much of the Jordan Valley, monopolising the landscape for Israel's illegal colonies to export this high value product. Many of these dates are exported through Mehadrin. Over the last ten years Corporate Occupation has carried out countless interviews with Palestinian workers on Israeli settler date plantations. The story is always the same: Palestinian workers are denied contracts and the right to unionise, paid below the Israeli minimum wage (which Palestinians are entitled to when working in the settlements) and often work in dangerous conditions, with improper protective clothing when working with toxic pesticides. Child labour is rife.¹⁰

GILGAL-Company Profile

Gilgal ,is a kibbutz which has a local packing house . On the kibbutz there are fields of dates .The date products are brought to the Packing house which also provides sorting services. We Supply our products to supermarkets in Israel and all over Europe and USA the marketing of the products is through the "Mehadrin Tnuport Export L.P" marketing company.

Our product line is composed of the company's fruits which are spread out all over the Jordan Valley region, specializing in Dates fruits.

Right: A sign at Gilgal settlement. Photo by Corporate Occupation, summer 2018.

Mehadrin supplies most UK supermarkets, including Sainsbury's with avocados & grapefruit, Aldi with avocados, Asda with dates, & Lidl, M&S & Tesco with grapefruit.

Complicit in ethnic cleansing in the Naqab

The majority of Mehadrin's certified growers under the GlobalG.A.P. scheme are in the Naqab (Negev). Palestinian Bedouin communities in the Naqab are facing systematic racism and ethnic cleansing by the Israeli state. During 2018-19 the Israeli state destroyed the entire village of Al-Araqib on dozens of occasions, and wiped out the community of Umm Al-Hiran.¹¹

One of Mehadrin's certified growers is Havat Shikmim,¹² owned by the family of deceased Israeli general and president, Ariel Sharon.¹³

Mehadrin's certificates to supply Israeli fruit to the UK and the EU

Mehadrin has been certified by the Institute of Quality and Control under the Global Good Agricultural Practices (GlobalG.A.P.) scheme to export the following fresh fruit from Israel to the UK and EU in 2020: avocados,¹⁴ grapefruit,¹⁵ kumquats,¹⁶ lemons,¹⁷ lychees,¹⁸ mandarins,¹⁹ minneolas,²⁰ oranges,²¹ oroblanco,²² persimmons (Sharon fruit)²³ and pomelos.²⁴

The company boasts that it can supply avocados all year round, with the help of partnerships in Peru and Chile (see the Take Action box).²⁵

Mehadrin supplies most UK supermarkets. A BDS campaigner photographed Mehadrin avocados in Sainsbury's in April 2019.²⁶ We also saw more Mehadrin avocados, as well as Mehadrin grapefruit, in Sainsbury's in January 2020. We found Mehadrin avocados on sale in Aldi in April 2019, Star Ruby grapefruit in Lidl in May 2019, red grapefruit in M&S in December 2019, Medjoul dates in Asda in January 2020, and Sunrise grapefruit in Tesco in February 2020.

Exports of Mehadrin goods to the US

US Company AMC Import imported red grapefruit from Mehadrin in Israel to the US in 2019.²⁷ AMC has an office in Israel.²⁸

Brand names used by Mehadrin

Jaffa, Red Sea²⁹, Deglet Nour natural dates³⁰, Barhi Dates³¹ (the packaging of these dates is primarily in Arabic), Orri³², STM³³, Shoham.³⁴

Contact Mehadrin

3 Penta Court, Station Road, Borehamwood, WD6 1SL mehadrin.co.il www.jaffa.co.uk
Tel: +44 (0)203 114 3030 info@mtexuk.com facebook.com/mehadrin
A list of Mehadrin's international addresses can be found at mehadrin.co.il/global-presence

Below: Mehadrin date boxes photographed inside Gilgal settlement by Corporate Occupation, summer 2018.



Take action

- Demand that Sainsbury's, Lidl, Aldi, M&S, Asda & Tesco all stop stocking Mehadrin products because of Mehadrin's complicity in the theft of Palestinian land in the Jordan Valley.
- Demand that Tesco stops selling Jaffa-branded fruit.
- Agricola Matilda Company in Peru imported Hass avocados – packaged by the Sun Fruits company – to Europe as part of a partnership with Mehadrin in 2016.³⁵ Pressure Agricola Matilda and Sun Fruits to rule out any future partnership with Mehadrin.
- Complain to GlobalG.A.P. about the fact that it has certified Mehadrin. Contact the organisation at https://www.globalgap.org/.content/.galleries/documents/181030_Complaint-Form_v2_en.pdf



Asda sells own-brand Mehadrin dates (top right), while Sainsbury's sells Mehadrin grapefruit (bottom left) & Mehadrin avocados (bottom right). Photos by Corporate Occupation, January 2020.



Jaffa

Jaffa is a well-recognised global brand for the export of Israeli citrus fruit. The Jaffa brand name is owned by the Citrus Marketing Board of Israel, an Israeli government institution.¹

Mehadrin is a leading supplier of fruit exported under the Jaffa brand.² We have found that Mehadrin exports fresh produce from Israel's illegal West Bank colonies (see page 26). Galilee, Arava, AG Ankor International, and Miriam Shoham also export fruit under the Jaffa Brand.³ All of these companies export produce from Israel's colonies (See pages 33, 39, 48, and 32).

Importing Jaffa-branded produce to Europe

Spanish multinational AM Fresh (previously called AMC) deals in fresh fruit exported from Israel under the Jaffa brand.

AM Fresh also produces drinks⁴ and 'Free From' products in the UK. The company has just opened a new facility in Skelmersdale where it is producing yoghurts for the Rebel Kitchen brand, as well as soups for the Bol brand. The same site supplies juices to Sainsbury's, and for the Waitrose 'Truly Scrumptious' range of lemonades.⁵

Jaffa in the UK

AM Fresh owns AMT Fresh, based in Newmarket, which represents the Jaffa brand in the UK.⁶ The company exclusively supplies Tesco with fresh fruit and juices.⁷

AMT Fresh is marketing the Jaffa brand heavily. The company sponsored the July 2019 Netball World Cup in Liverpool.⁸ Other sponsorships include England Hockey, England Netball, and British

Top: Carrefour in France stocks Jaffa sunrise grapefruit. Photo by Kaou, April 2019.

Canoeing, and even badges for the Scouts.⁹

AM Fresh also owns MMUK, a subsidiary which supplies citrus fruit to major UK retailers.¹⁰ MMUK boasts that it works ‘closely with Jaffa’.¹¹

Jaffa in France

In April 2019, Corporate Occupation saw Israeli red grapefruit, under the Jaffa brand, being sold in Carrefour in France.

Take Action

- Demand that Tesco stops selling Jaffa fruit.
- Demand that Carrefour supermarket in France stops selling Israeli Jaffa citrus fruits.
- Contact AMT Fresh in Newmarket & demand that it stops marketing Mehadrin, Galilee, AG Ankor, Arava & Miriam Shoham products under the Jaffa brand.
- Write to England Hockey, England Netball, British Canoeing & the Scouts & demand that they drop their sponsorship deals with Jaffa.

Contact AM Fresh

UK

AMT Fresh
Fordham Road, Newmarket, Suffolk, CB8 7NR
info@amtfruit.com Tel: +44 (0)1638 722800

MMUK
Frans House, Fenton Way, Chatteris PE16 6UP
info@munoz.co.uk Tel: +44 (0)1354 697600

Spain

AM Fresh Group
Ctra. Madrid-Cartagena, km 390, 30100 Espinardo-Murcia
info@amunoz.com Tel: +34 968278200

AM Fresh Iberia
C/ Puerto de Morcuera 3-5, 28919, Leganes, Madrid

AM Fresh also has operations all over the world. Go to amfresh.com to see the other locations.



Miriam Shoham

Miriam Shoham is an Israeli company, 50% owned by Mehadrin. In October 2019, we photographed the company's mangoes being sold in Aldi supermarket in the UK. According to the Palestinian/Israeli research centre WhoProfits?, Miriam Shoham's mango packing house is located in the occupied Golan Heights.¹

In January 2020 we also photographed Shoham pomegranates in Morrisons. The company is certified with Tesco's Nature's Choice certificate and with M&S's Field to Fork certificate,² so it is likely that it also supplies these supermarkets too. As well as mangoes and pomegranates, the company is certified by GlobalG.A.P. to supply mandarins³ to the UK and the EU in 2020.



Top: Miriam Shoham mangoes in Aldi, October 2019. Above: Shoham pomegranates in Morrisons, January 2020. Photos by Corporate Occupation.

Contact Miriam Shoham

Sea of Galilee, 12935, Israel
tel: +972 4 673 2622

mshoham.com guy@mshoham.com

Take action

- Pressure Aldi, Morrisons, Tesco & M&S to stop stocking Miriam Shoham fresh fruit.
- Pressure GlobalG.A.P. to stop certifying Miriam Shoham products, as they are grown on colonised land.

Galilee

In our opinion, Galilee Export is an important target for the international boycott movement. The company is now Israel's second biggest agricultural company after Mehadrin¹ and supplies UK supermarkets with fresh fruit.

Galilee is one of the biggest Israeli citrus fruit growers² and is the biggest exporter of green-skinned avocados in the world.³

The company was founded in the wake of the liquidation of state-owned agricultural exporter Carmel Agrexco.⁴ Agrexco's collapse was partly as a result of a worldwide boycott campaign.

Galilee Export Cooperative was created in 2011 as a partnership between Milouot Corporation and Citrus of Galilee. In 2017 Avocado Gal Packing House joined as a co-owner. Galilee reportedly owns 9,000 hectares of land.⁵

The company produces avocados, citrus fruit, mangoes, Medjoul dates, pomegranates, Sharon fruit (persimmons), grapes, sweet peppers, carrots, lychees, peaches, and nectarines.⁶

Targeting Europe

Galilee concentrates on exports to Europe. In 2015 the company opened a new ripening room in Cavaillon, southern France, in order to supply European supermarkets with ripe avocados. "We now have arrangements with supermarkets to provide avocados year-round," Ely Keslassy of Galilee stated.⁷

In 2018, Galilee reported that it exports its Sharon fruit to 'high-end' UK supermarkets.⁸ The company has also moved into the export of organic fruit, in order to maximise its profits.⁹

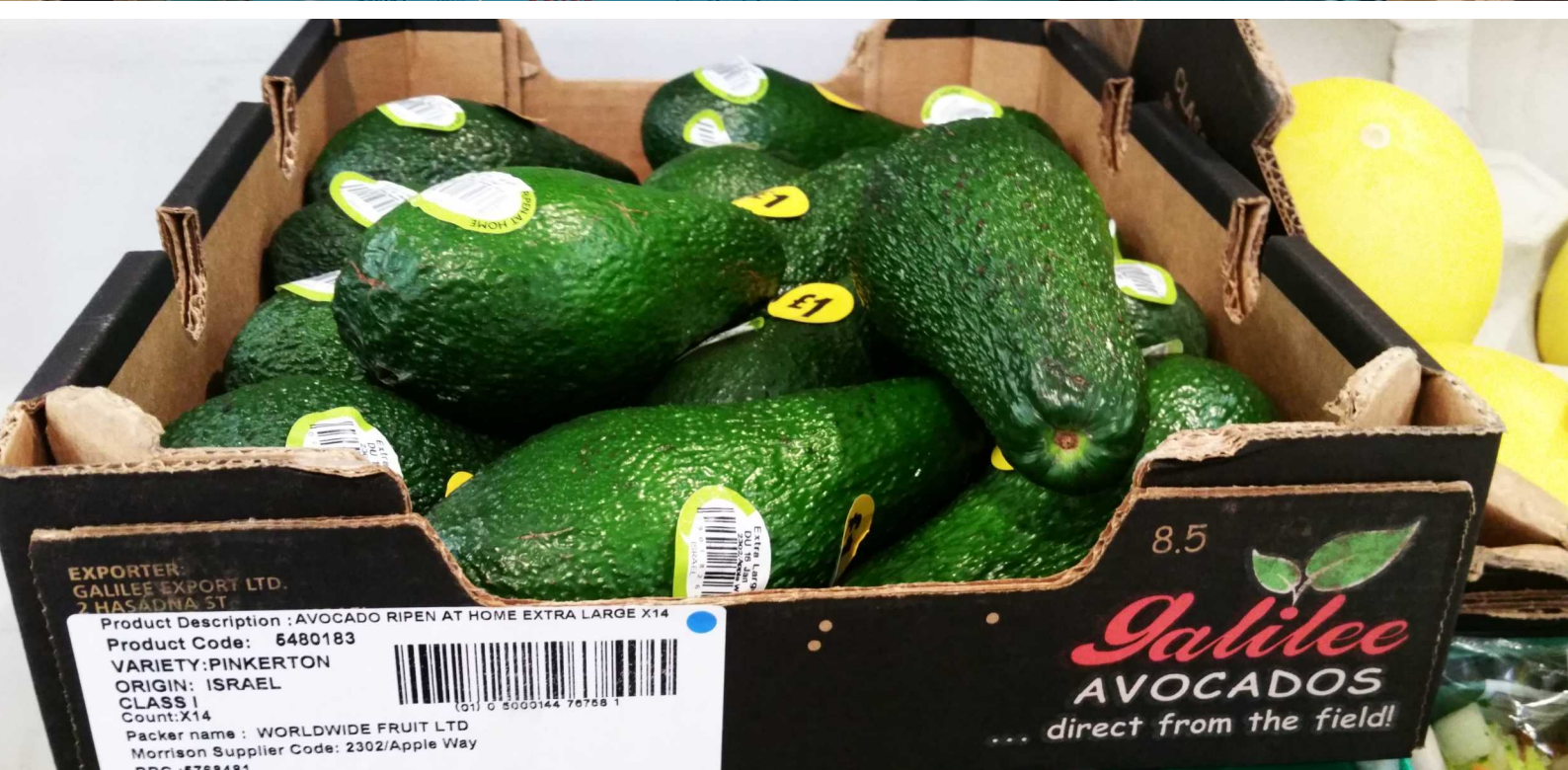
Industry press reported in 2019 that Galilee was planning to expand into new markets in Europe.¹⁰

Galilee is one of the largest Israeli exporters of Medjoul dates.¹¹ It has been pushing the sale of Galilee Medjoul dates in Europe.¹²

In late 2019, Yoav Nakash of Galilee stated that the company supplies pomegranates to "almost every supermarket in Germany." He continued: "Our main

**Galilee
supplies Morrisons
with mangoes &
avocados.
It also supplies Aldi
with avocados & Asda
with grapefruit...**

**...It sources much of
its fresh produce -
avocados, dates, citrus
fruit & mangoes -
from the Jordan
Valley.**



export market is Europe in general. We work with the UK and have clients in France, Italy, and even Spain..."¹³

Corporate Occupation has photos of Galilee produce in Aldi, Asda and Morrisons supermarkets. It is highly likely that the company also supplies the other major European supermarkets.

Exporting from Jordan Valley settlements

In 2019, industry press reported that Galilee avocados came from the Jordan Valley (in the West Bank), as well as from the Galilee region inside Israel's 1948 borders.¹⁴ Israeli industry press also confirms that some of Galilee's dates, citrus fruit and mangoes are sourced from the Jordan Valley.¹⁵

During summer 2018, Corporate Occupation researchers photographed Galilee Medjoul dates on sale in a shop at the illegal settlement of Tomer in the Jordan Valley. The labelling on the boxes showed that the dates had been packed inside Naomi settlement in the occupied Jordan Valley in the West Bank.¹⁶

Contact Galilee

galilee-export.com galilee@galil-export.com
tel: +972 3 653 9011
facebook.com/GalileeExport

Galilee has a branch in Paris and a ripening room in southern France.

Take action

- We think that Galilee should be a priority target for BDS campaigners.

The company exports products from the occupied Palestinian territories, and is doing a lot of business with European supermarkets. It is important that campaigners pressure European supermarkets, including the Co-op in the UK, to exclude Galilee from their lists of suppliers.

- Pressure Asda, Aldi and Morrisons to stop stocking Galilee's fresh produce.

Previous page:

Top: Galilee dates in Tomer settlement shop. Photo by Corporate Occupation, summer 2018.

Middle: Galilee supplies Morrisons with avocados. Photo by Corporate Occupation, January 2020.

Bottom: Galilee avocados in Aldi supermarket in the Ireland, April 2019. Photo sent to us by a campaigner.

Hadiklaim

Hadiklaim date growers' co-operative is Israel's number one exporter of Medjoul dates,¹ and one of the top global exporters.² The cooperative controls the King Solomon Dates and Jordan River brands.³ Both brands export dates from the settlements in the Israeli occupied Jordan Valley.

In 2017, Hadiklaim's Yaniv Cohen told industry website Fresh Plaza that: "The Jordan Valley has a unique climate and produces the best quality because of that. In 1982, Hadiklaim was founded to market the Medjoul dates. By now, the company has 16 packing stations in the Jordan Valley. The season is from August until October. After that the dates are sold from storage."⁴

**Tesco sells
Hadiklaim Jordan
River dates.**

**Morrisons' own-brand
dates are also
supplied by
Hadiklaim.**

In the past Corporate Occupation has documented that Hadiklaim sources its dates from the settlements of Tomer and Beit Ha'Arava in the occupied Jordan Valley.⁵ The company freezes its stolen dates, in order to ensure a supply outside of the season. It specialises in organic dates.⁶

In 2018, Corporate Occupation researchers entered a date packing house in the illegal Israeli colony of Gilgal, where dates were being packaged for export under Hadiklaim's King Solomon Dates brand.

In September 2019, Hadiklaim's Yaniv Cohen stated that the company supplies the world's biggest supermarkets, including Tesco and M&S.⁷ In winter 2019, we photographed Hadiklaim dates in both Tesco and Morrisons supermarkets.

Below: Hadiklaim's Jordan River dates, sold in Tesco in November 2019. Photo by Corporate Occupation.





Above: Morrisons own-brand dates are grown by Hadiklaim and supplied by Greenyard Fresh. Photo by Corporate Occupation, December 2019.

Systematic mislabelling

Corporate Occupation has documented Hadiklaim produce being mislabelled as produce of Israel. In January 2013 Corporate Occupation obtained labels for Morrisons own-brand Medjoul dates from the Israeli settlement of Tomer in the occupied Jordan Valley. The exporter was Hadiklaim and the dates were labelled 'Produce of Israel'.⁸ Hadiklaim continues to supply Morrisons with own-brand dates.

Exporting to Europe

Hadiklaim's key markets are the UK, Netherlands, France and Germany.⁹ It exports to more than 30 countries.¹⁰ The company is beginning to export to Thailand,¹¹ Japan and South Korea.¹² In 2017 Hadiklaim boasted that it supplied almost all the UK's major supermarkets.¹³

Resistance

Every year, Muslims across the world break their Ramadan fast with Medjoul dates. Many Muslim Palestine solidarity activists have been campaigning for fellow Muslims to boycott King Solomon and Jordan River dates, as well as other Israeli brands.¹⁴

After consumers started to question the origins of Hadiklaim date boxes labelled 'Produce of South Africa', it came to light that Karsten Farms, a South African company, was exporting dates through Hadiklaim. After a three-year-long campaign by the Palestine Solidarity Alliance and BDS South Africa, Karsten announced in 2013 that they would sever all ties with Hadiklaim.¹⁵

Contact Hadiklaim

hadiklaim.co.il hadiklaim@hadiklaim.co.il +972 4 688 8870

Address: 19 Hamelacha street, PO Box 11468, Rosh Haaine 4809149, Israel

Take action

Tesco & Morrisons both stock Hadiklaim dates, & we have previously reported that Waitrose & M&S have stocked own-brand dates sourced from Hadiklaim.¹⁶ Indeed, Hadiklaim reported in late 2019 that it supplies M&S. We urge campaigners to write to these stores, demanding that they don't source products from Hadiklaim, a company which grows much of its date produce in settlements.

Mor International

Mor is an Israeli fruit-sourcing and export company with global reach. In 2018, Belgian corporation Greenyard bought a stake in Mor.

We found Medjoul dates being packaged for export under the Mor International brand during our visit to the colony of Na'ama in the occupied Jordan Valley in 2018.

Mor exports to the US, Canada, Europe, South Africa, Asia and the Middle East.¹ Mor dates are often seen being sold in small grocery shops.²

The company is also a major international exporter of persimmons (Sharon fruit).³ It is now the “largest grower, packer and exporter of Sharon fruit in Israel and South Africa”⁴

Since 2005, Mor has been in partnership with South African company Arisa⁵ to export Sharon fruit through its distribution network.⁶ Mor’s growers in South Africa allow the company to supply Sharon fruit internationally, all year round. The fruits are exported by air freight⁷ under the ‘Sharon Fruit’ brand.

Greenyard Fresh

In 2018, Belgian international food distribution company Greenyard Fresh bought a 45% stake in Mor Group, with an option to purchase a controlling share.⁸ Greenyard Fresh has a large presence in Germany, Austria and the Netherlands, and offices in France, UK, Spain and South America.⁹

Take action

- Pressure your local grocery store not to stock Mor products.
- In Europe, BDS activists could pressure Greenyard Fresh to divest from Mor.
- South African activists could target Mor’s partnership with Arisa, calling on Arisa to break its relationship with the Israeli company. There is good precedent for success in such a campaign, as BDS activists forced South African company Karsten Farms to end their relationship with Hadiklaim in 2013.¹⁰ Contact Arisa: info@sharon-fruit.com



Mor packaging photographed in Na'ama settlement, summer 2018. Photo by Corporate Occupation.

Arava

Arava Export Growers is one of Israel's biggest agricultural companies. It was established in 1991 as a cooperative of growers from the Arava region. The company exports produce grown on settlements in the West Bank.

Arava supplies fruit, vegetables and herbs worldwide, including through its Dutch and American subsidiaries. The company used to have a UK partner company, but this partnership was broken in 2012 after protests.¹

Arava specialises in peppers. It also grows and supplies avocados, grapes, peaches, nectarines, citrus fruit, plums, pomegranates, Sharon fruit, strawberries, carrots, celery, tomatoes and cherry tomatoes, radishes, chillies, passion fruit, figs, pitayas, kumquats and limequats, potatoes and a wide variety of herbs.² The company has applied for GlobalG.A.P. certification to export aubergines³, peppers⁴ and cucumbers⁵ to UK and EU outlets in 2020.



Arava in the West Bank

There is plenty of evidence that Arava exports products from settlements in the West Bank. During two research trips to settlements in the occupied Jordan Valley in 2018, Corporate Occupation found Arava products being packaged in the settlements of Tomer and Mehola. In Mehola we photographed Arava herbs being packaged for export to Russia. The carton was labelled 'Product of Israel', despite the fact that the packing house is situated in occupied Palestine. In the past, Corporate Occupation has photographed Arava packing houses in the settlements of Mehola, Gilgal, Netiv Hagdud, Ro'i and Beit Ha'Arava.

Arava in the Gaza Strip

In 2013, Corporate Occupation documented Arava's export of strawberries and tomatoes from the Gaza strip.⁶ This amounted to profiteering from the siege conditions placed on Gaza. The Israeli siege prevents Palestinian companies from independently exporting produce from the Strip. At that time Arava was exporting the majority of Gaza's strawberries. Unfortunately we do not know whether the company is still maintaining this trade.

Contact Arava

arv.co.il
marketing@arv.co.il
+ 972 3 972 8150
facebook.com/aravagrowingtogether

Top: Arava packaging found in Mehola settlement. Photo by Corporate Occupation, summer 2018.

Take action

- Wherever you are, pressure supermarkets and shops not to stock Arava produce because the company sources from the illegal Israeli colonies in the Jordan Valley.
- Arava's peppers are certified by Global Good Agricultural Practices (GlobalG.A.P.). Write to GlobalG.A.P., asking it to withdraw certification from Arava's produce: https://www.globalgap.org/uk_en/who-we-are/about-us/incident-complaint-form/index.html

**Some
international
companies
involved in the
export &
marketing of
settlement
goods**

Brousse Vergez

Brousse is a French company with a German subsidiary, supplying France and Germany's supermarkets with dried fruit. Brousse products can be found in French supermarkets such as Carrefour.

In the summer of 2018, we photographed French company Brousse's packaging for organic dates in a central refrigeration unit on land owned by the settlers' Regional Council of the Jordan Valley.

Brousse's website states that its Deglet Nour dates are sourced from Israel,¹ and that its Medjoul dates are from "both Israel and Palestine."² Brousse also states that its organic Medjoul dates are from Israel.³

We contacted Brousse twice, telling the company that we had seen its packaging in a settlement. We asked for a comment, but received no reply.

Contact Brousse

brousse-vergez.com/en/ +33 4 88 66 08 80 brousse-vergez.com/en/contact

Take action

Contact Brousse & demand that it stops sourcing its dates from Israeli settlements & packaging its products inside a settlement. Contact Carrefour & demand that it ceases sourcing any products from the company until Brousse undertakes not to source products from Israel's colonial settlements.



Left: Brousse packaging in a Jordan Valley settlement. Photo by Corporate Occupation, summer 2018.
Right: Carrefour stocks a range of Brousse fruit products. Photo by Kaou, April 2019.

Fratelli Orsero

Fratelli Orsero is an Italian company supplying European supermarkets with fruit & vegetables. We photographed Orsero's packaging in Argaman settlement in summer 2018.

The packaging shows that the company is importing citrus fruits sourced from Mehadrin. It also states that Orsero citrus fruits are being imported to Italy by Italian company Fruttital Service.

The box is labelled 'Origin: Israel,' despite the fact that it was packaged in Argaman settlement in the West Bank. This seems like a breach of European legislation on the labelling of goods from the Occupied Territories, in order to take advantage of the beneficial terms of the EU-Israel Association agreement.

Fratelli Orsero's website states that the company closely manages and controls its supply chain,¹ meaning that it is fully aware that it sources products from illegal settlements. We emailed Fratelli Orsero a number of times, asking the company to comment, but received no reply.

According to its website, Orsero distributes produce "in every corner of the globe, through a network of over 1,500 suppliers in more than 70 countries."

Contact Fratelli Orsero

fratelliorsero.it commerciale@orserogroup.it +39 0182 560400
facebook.com/FratelliOrsero instagram.com/orsero twitter.com/FratelliOrsero

Take action

- Look out for Fratelli Orsero produce in supermarkets. Corporate Occupation researchers found the company's bananas in Lidl in Greece. Ask your local shop not to stock the company's products.
- Contact the company, stating that you're boycotting its products because it sources goods from Israeli company Mehadrin and from Argaman settlement.



A Fratelli Orsero box photographed in Argaman settlement in the West Bank, summer 2018. Photo by Corporate Occupation.

Sahara Gold/ International Golden Foods

We found packaging for Sahara Gold Medjoul dates in the illegal Jordan Valley settlement of Na'ama during our visit in 2018.

Sahara Gold dates are marketed by International Golden Foods in Illinois in the US.¹ International Golden Foods boasts that its product lines are “sold in supermarkets and retail facilities throughout the USA”.²

It has premises in Illinois with 15 staff.³ Retailers supplied by International Golden Foods include Costco, Fresh Farms International Market, Mariano's Fresh Market, Valli Produce, Shop&Save Market, Pepe's Inc and Pete's Fresh Market.⁴

Take action

- Does your local store stock Sahara Gold/International Golden Foods' product lines? If it does, pressure it to stop sourcing from this company.
- Notify BDS activists in the US about Sahara Gold/International Golden Foods and urge them to take action.

Contact Sahara Gold

goldenfood.com info@goldenfood.com



Sahara Gold packaging in Na'ama settlement, summer 2018. Photo by Corporate Occupation.

**Jordan Valley
settlements &
the companies
sourcing from
them**

During 2018, we visited the settlements of Argaman, Na'ama, Mehola, Tomer, Gilgal and Beit Ha'Arava. We photographed the signage and packaging of a number of Israeli companies (listed below).

You can:

- Look out for goods sourced from these companies in shops and supermarkets.
- Put pressure on shops and supermarkets to exclude all of these companies from their supply chains.
- Call on international companies to end their partnerships with these Israeli companies.

Argaman settlement

Argaman is a Jordan Valley settlement off route 90, which is the road running north from Jericho, through the valley to the Galilee. It was established in 1968 on land seized by military order after the occupation and forced expulsions of 1967. The establishment of the colony was funded by the World Zionist Organisation. The settlement spans almost 9,500 dunums, but houses only 175 Israeli settlers in a fenced residential settlement. The majority of Argaman is reserved for its agricultural area.

Fittingly, the settlement is named after two soldiers who died during Israel's brutal conquest of the valley.

Argaman is close to the Palestinian village of Zubeidat. Zubeidat was classified Area B during the Oslo accords, technically meaning that there is joint Israeli and Palestinian control. In reality, although the village is better off than neighbouring Area C villages, the classification stunts the natural growth of the village by placing a rigid border on the built-up area.

The Palestinian farmers of Zubeidat are denied the water necessary for growing their crops by the occupation. The food grown in Zubeidat is denied access to the international market, and Palestinian fruit and vegetable stalls selling local produce along Route 90 are often demolished by the Israeli military.¹

Corporate Occupation has documented repeated incidents of Palestinian child labour inside Argaman. All of the Palestinians working inside Argaman that we have spoken to have reported that they are paid below the Israeli minimum wage, and not allowed to unionise.²

We photographed the following companies' packaging inside Argaman:

Sole

During our visit to Argaman settlement we managed to obtain a box of fresh basil being packaged for export by Sole Fresh Agricultural Produce. The box was mislabelled as 'Produce of Israel.' There is writing in both French and German on the box, suggesting that Sole might export to both of these countries.

Sole is an Israeli company headquartered in Lod, within the borders of Israel.

Website: sole-agri.com

Tali Grapes

A packing house in Argaman was packaging grapes for Tali Grapes on a large scale. Tali Grapes is an Israeli company headquartered in Moshav Lachish in the Naqab desert, inside Israel's 1948 borders.

News sources confirm that Tali Grapes source from the Jordan Valley. The company has export markets in Singapore and Sri Lanka.³

Website: taligrapes.co.il

April Herbs

We found April Herbs 'Rocolla Lux' packaging in a warehouse in Argaman settlement. April Herbs is an Israeli company based in Nitzanei Oz. The company exports herbs, greens, vegetables, fruits and edible flowers to Russia and Europe (including Cyprus).

The company states that it works with "15 farms within the borders of the State of Israel."⁴ The company partners with Enigma, a Russian export company.

Website: aprilherbs.com/april-herbs

Mehadrin

See page 26.

Fratelli Orsero

See page 42.



Sole, Tali Grapes and April Herbs packaging, photographed by Corporate Occupation in Argaman settlement in summer 2018.

Beit Ha'Arava settlement

Beit Ha'arava is an Israeli colony in the southern Jordan Valley, close to the Dead Sea. It is situated close to the Route 90 and Route 1 highways. Established in 1980, it now has 222 residents.¹

Corporate Occupation has found evidence of child labour on the land of Beit Ha'arava, and of workers being paid well below the Israeli minimum wage.²

The illegal settlement has been growing steadily over the past 5 years.³

Shoval Arava Marketing

We found packaging for peppers branded 'Shoval Arava Marketing' in Beit Ha'Arava settlement. The peppers were wrongly labelled as 'Produce of Israel' and 'Origin: Arava Valley'.

According to its LinkedIn profile, Shoval Arava Marketing is a small company set up by growers in the Arava region, within Israel's 1948 borders. However, it seems that it is also sourcing peppers from the illegal colony of Beit Ha'Arava in the Jordan Valley. The company is based in Ein Yahav.⁴



Shoval Arava Marketing peppers packaging found in Beit Ha'Arava settlement. Photo by Corporate Occupation, summer 2018.

Gilgal settlement

'Kibbutz' Gilgal is a small fenced residential settlement of 180 people. It is surrounded by barbed wire and watch towers, in stark contrast to the serene and peaceful landscape around it. Gilgal is flanked by fields of hundreds of date palms stretching west to the mountains. This area, west of Route 90, is a closed area for Palestinians, save for those working for the settlement.

Gilgal was established in 1970 and has a population of about 160 on 1,400 dunums* of land.¹ As of 2018, there were plans underway to expand the illegal settlement, annexing even more Palestinian land.²

Hadiklaim/King Solomon Dates

See page 36.

Mehadrin

See page 26.

* A dunum is a unit for measuring land which was widely used in the Ottoman Empire. It is roughly equivalent to an acre.

Mehola settlement

The settlement of Mehola is situated in the northern Jordan Valley. It is comprised of a gated, fenced residential settlement and an agricultural area. The agricultural area is close to the Palestinian village of Ein al-Beida. Palestinian workers, including children, work in the fields and packing houses. Workers are routinely paid below the Israeli minimum wage, and have no contracts or health insurance. There have been documented incidents of employers in Mehola falsifying wage slips in order to appear to be paying proper wages.

Mehola has an area of 5,000 dunums and a population of 351 people. It falls within the Bik'at HaYarden Regional Council of settlements. It was established, in 1967, on Palestinian land from the Tubas region. A large proportion of the produce in Mehola is marketed as 'organic' for the export market.¹

AG Ankor International Ltd

AG Ankor is an Israeli company based in Karmiel, within Israel's 1948 borders. The company deals in herbs, fruits and vegetables, as well as greenhouses. Its main export markets are the US, UK and Russia.²

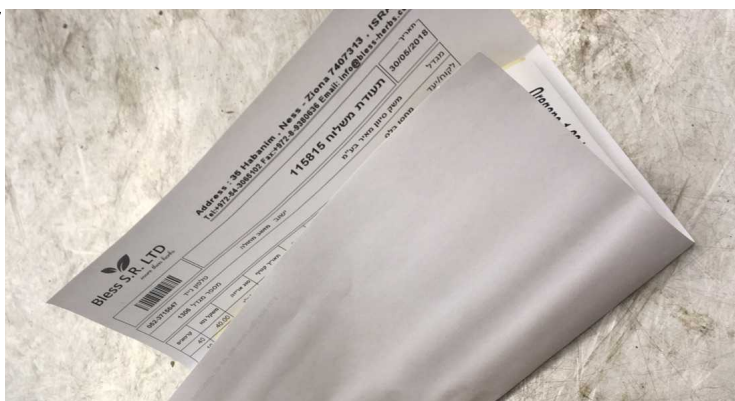


We found fresh herbs being packaged for AG Ankor inside a packing house in Mehola.

Website: ankor-int.com

Bless SR Ltd

We found Bless SR packaging inside a packing house in Mehola. We were also able to photograph a delivery note, documenting the delivery of herbs to Bless SR in Israel. The herbs were being erroneously labelled 'Product of Israel'.



Bless SR exports to the UK, Russia, Holland, Canada, Germany, the US, France, and eastern Asia. The company has a packing house at Tel Aviv's Ben Gurion airport. Fresh herbs make up the majority of its business.³ The company is promoting itself heavily in Europe, and regularly participates in the FruitLogistica trade exhibition.⁴

Website: bless-herbs.com



Arava See page 39.

Delevi Baum See pages 22-23.

Top: AG Ankor packaging. Middle: a Bless SR delivery receipt. Bottom: Bless SR packaging. Photos taken inside Mehola settlement by Corporate Occupation, summer 2018.

Na'ama settlement

Na'ama is an Israeli colony that was set up in 1982 on Palestinian land in the Israeli occupied West Bank, close to the city of Jericho. It has 100 inhabitants.¹ Corporate Occupation has repeatedly documented workers being paid below the minimum wage by the settler bosses in Na'ama.²

Hanan Pasternak

We found packaging for Hanan Pasternak peppers during our visit to Na'ama. The box was mislabelled as 'Produce of Israel.'

Hanan Pasternak has a large farm in the Israeli colony of Netiv Ha'gdud. The company used to export to Europe in the past, but has lost that market due to the BDS movement.

Hanan Pasternak told the Times of Israel in 2014: "Palestinians [in Europe] were going to supermarkets and [correctly] labelling it themselves [as Israeli produce]. It started in Scandinavia and then spread. We used to export a lot of products to Holland and England and Germany." Pasternak stated that the company's only market now is in Russia.³

Sahara Gold

See page 43.

Mor (KB) International

See page 38.



A Hanan Pasternak box in Na'ama. Photo by Corporate Occupation, summer 2018.

Jordan Valley Central Settlement Regional Council

Bik'at HaYarden Regional Council has a collection of administrative and agricultural buildings on Palestinian land just north of the colony of Massua. A large date refrigeration unit was established on the land in 2010.¹ The building is used as a storage unit for dates from the surrounding settlements before export. The refrigeration unit has been operated by several private companies, but is now managed by the Settlement Regional Council. When we visited in 2018, it was proudly displaying a banner celebrating '50 years of settlement of the Jordan Valley'.

Bik'at HaYarden Regional Council has jurisdiction over all the illegal Israeli colonies in the Jordan Valley.

Field Produce

When we visited Bik'at HaYarden Regional Council in 2018, we found labelling for Field Produce Medjoul dates in the packing area of the refrigeration unit.

According to the website, "products offered by the company include in-shell peanuts and peanut kernels, sunflower seeds, chickpeas, almonds and dates, which are sold all over Europe and in Israel."

The company also supplies nuts and seeds. According to its website, "Field Produce is very well known in Europe, where the company has marketed premium peanuts and sunflower seeds for many years. In recent years, we have started exporting dates and almonds to Europe, under the same successful brand name."²

In an interview with the Fresh Plaza trade website, Avi Dagul of Field Produce said: "Field Produce Marketing's main export destinations are west and northern Europe - the Netherlands, France, Germany, Scandinavia, Italy, and Spain. We are very strong in the Spanish market."

He continued, saying that "the company also exports to other parts of the world - such as Singapore, Australia, Eastern Europe and Turkey, where we have a strong presence as well."

The company claims that its Medjoul and Bahri date exports have increased by 10% in recent years.³

Field Produce is based in the Jordan Valley.⁴

Websites: fieldproduce.com, fpmarketing.co.il



A Field Produce label found in the Regional Council's refrigeration unit. Photo by Corporate Occupation, summer 2018.

Meshek Goldman (Goldman Farms)

Goldman Farms has a packing house opposite the Bik'at HaYarden Regional Council's central refrigeration unit. The packing house is run by settlers. We could not find any more information about this packing house. It seems to be a small settlement company.

Brousse Vergez (France)

See page 41.

Tomer settlement

Tomer is an illegal Israeli settlement with 226 residents close to the Palestinian community of Fasayil. It employs Palestinian and Thai workers, while the bosses are Israeli. Tomer was established in 1976 on the lands of the people of Fasayil, Al Auja and other nearby Palestinian communities.¹

Since 2018, there has been a plan to build 55 new housing units in Tomer.²

Over the past ten years, Corporate Occupation has documented the systematic under-payment of workers in Tomer, who are routinely paid below the Israeli minimum wage. The settlement also employs children below the age of 16, often working in dangerous conditions. As with all the Jordan Valley settlements, Palestinian trade unions are banned from organising the workers.³

Cherriessa

We found boxes of Cherriessa peppers being loaded onto a lorry when we visited Tomer in summer 2018.

Cherriessa, trading under the slogan 'From Farm to Market', is a family-owned business which sorts, packages and exports vegetables from Israel to Europe.

According to Cherriessa's website, the company was founded in 2009 to export produce from 'The Saada Family Modern Farm'.⁴

Cherriessa exports most of its produce to Russia.

On our previous research visit in 2013, Corporate Occupation found evidence that Cherriessa was packaging tomatoes in Tomer, and mislabelling them as 'Produce of Israel'.⁵

Website: cherriessa.com



Right: Cherriessa bell pepper boxes are loaded onto a truck in Tomer. Photo by Corporate Occupation, summer 2018.

Dani Maimoun

Corporate Occupation photographed boxes of red peppers loaded onto a truck ready to leave Tomer settlement. Dani Maimoun is a grower based in Tomer, exporting bell peppers and spring onions. In 2007, the business was worth £1.25 million, with 80% of produce going to the UK and Europe.⁶ However, the company's exports have since been hit hard by the BDS campaign.⁷

Haananas

Haananas is a small settlement company selling pineapples. The company has a packing house and shop inside Tomer settlement's agricultural area.

Website: haananas.com

Arava

See page 39.

Galilee

See page 33.

Mehadrin

See page 26.



Haananas packaging in Tomer settlement. Photo by Corporate Occupation, summer 2018.

**The complicity
of European
importers &
packing houses**

Greenyard Fresh

Greenyard Fresh, part of the Belgian corporation Greenyard Group, is a global leader in importing fresh fruit and vegetables and supplying them to supermarkets. It boasts: "Of the world's 20 largest food retailers, 19 count on us every day for a steady and high-quality supply of fresh produce to their stores."¹

Greenyard Fresh UK states on its website that it sources avocados from Israel.² It also gets mangoes, persimmons (Sharon fruit), pomegranates and figs from Israel.³ In December 2019, we photographed Israeli Greenyard Fresh figs in Morrisons supermarket.

Importing dates from the occupied Jordan Valley

Greenyard Fresh gets its dates from Israeli company Hadiklaim and supplies them to Morrisons. In December 2019, Corporate Occupation researchers photographed Morrisons' own-brand Deri dates marked 'Greenyard Fresh Ltd/Hadiklaim'. Hadiklaim sources many of its dates from the Israeli occupied Jordan Valley (see page 36).

In 2018, Greenyard Fresh bought a stake in Mor International (see page 38). In summer 2018, we spotted Mor's date packaging in the illegal settlement of Na'ama.

Contact Greenyard Fresh

In early 2019, Greenyard Fresh opened six new ripening rooms in Spalding, UK, in order import avocados and other fresh fruit.⁴ You can find Greenyard Fresh UK at: Stephenson Avenue, Spalding, Lincolnshire PE11

greenyardfresh.co.uk facebook.com/GreenyardGroup

A full list of Greenyard Fresh's locations worldwide can be found on the website:

greenyard.group/divisions/fresh/locations

Take action

Write to Morrisons & other supermarkets & pressure them not to source Israeli fruit from Greenyard Fresh. Emphasise that Greenyard Fresh gets its dates from Mor & Hadiklaim, companies which source from Israeli settlements.



Morrisons figs and dates are both marked with the supplier code 1230 for Greenyard Fresh. Photos by Corporate Occupation, December 2019.

There are a number of other UK importers and packing houses supplying British supermarkets with Israeli produce. It is important to contact these companies and explain that by importing fresh produce from Israel and Israeli settlements, they are complicit in upholding the occupation. If these import companies were to make new rules regarding sourcing from Israel and the settlements, this would have a massive impact on the amount of Israeli produce we see on supermarket shelves.

IPL

IPL sources fresh produce specifically for Asda, and is part of the Asda and Walmart family of companies.¹

One of the largest importers of fresh produce in the UK,² IPL has relationships with many Israeli export companies, ensuring that their produce is stocked on Asda's shelves.

Take action

IPL states on its website that is "looking to increase [its] knowledge of the challenges faced by farmers & communities in [its] supply chain."³ Write to IPL, informing the company about the Israeli occupation of Palestine. Urge IPL not to import produce from the companies listed in this report.

Contact IPL: Head Office, Unit 1, Foxbridge Way, Normanton, West Yorkshire WF6 1TN
Tel: +44 (0)1924 244 444 info@ipl-ltd.com



Israeli radishes in Asda. IPL is labelled as the importer. Photo by Corporate Occupation, January 2020.

Watts Farms

Watts Farms provides fresh produce for various large retailers and upscale restaurants, as well as the NHS.⁴ In January 2020, we saw Israeli dill in Asda, supplied by Watts Farms.

Take action

Urge Watts Farms not to source produce from Israel and the illegal settlements.

Contact Watts Farms: Unit 14, Quarry Wood Industrial Estate, Aylesford, Kent ME20 7NA
Tel: +44 (0)1622 793 900 sales@wattsfarms.co.uk

Worldwide Fruit

Worldwide Fruit is an international fruit distribution company, sourcing from over 1,000 growers across the globe and specialising in avocados, apples and pears.⁵ It sources avocados from Israel for half of the year.⁶

The company supplies the biggest UK supermarkets with fruit.⁷ In January 2020 we found Worldwide Fruit's avocados in Morrisons. The Israeli supplier was Galilee, which sources produce from the settlements (see page 33). Worldwide Fruit also supplies M&S with produce.⁸ Its parent company, Fruition, has won a 'Waitrose Way' award for the fresh goods it supplies to Waitrose.⁹

Take action

Urge Worldwide Fruit to stop sourcing its avocados from companies like Galilee which profit from the occupation. Contact Worldwide Fruit: Apple Way, Wardentree Lane, Pinchbeck, Lincolnshire, PE11 3BB
facebook.com/worldwidefruit

Fresca Group

Kent-based Fresca Group owns a number of companies, including FreshPLUS and The Avocado Company.¹⁰ We have photographed FreshPLUS' grapefruit in Lidl. The Israeli supplier was Mehadrin (see page 26). The Avocado Company sources avocados from Israel,¹¹ whilst claiming that it says "no to worker exploitation."¹²

Take action

Contact both FreshPLUS & The Avocado Company, explaining about the conditions of Palestinian workers under occupation. Urge them not to import from Israeli companies which source from the settlements & depend on exploiting Palestinian labour. The Avocado Company sources its avocados from all around the world, so it does not need to import them from Israel.

Both companies can be contacted at:

The Fresh Produce Centre, Transfesa Road, Paddock Wood, Kent, TN12 6UT

Tel: 01892 835577

The Avocado Company:

Tel: +44 (0) 1892 831244

hello@theavocadocompany.co.uk

twitter.com/avocado_company

The complicity of UK supermarkets



In April 2012 the Co-op announced that it would “no longer engage with any supplier of produce known to be sourcing from the Israeli settlements”.¹

This meant that, not only would the company not stock goods produced in the settlements – a policy it had adopted in 2009 – but it would not deal with any businesses operating in the settlements, regardless of whether the products being sold were from the Occupied Territories or not.

According to the Co-op, “the decision had an impact on four suppliers, and circa £350,000 of trade.”² This

made the company the first major supermarket in Europe to take such a step.³ The Israeli suppliers impacted were Agrexco, Arava Export Growers, Adafresh and Mehadrin. The Co-op's decision was made after a concerted campaign by BDS organisers, who went to the Co-op's local and regional meetings over a period of several years, pushing for a change in policy.

However, the Co-op was also very careful to stress that the move was not a boycott of Israeli business, saying it “continues to have supply agreements with some twenty Israeli suppliers that do not source from the settlements, a number of which may benefit from a transfer of trade”. Obviously these companies, whilst not directly aiding the settlement economy, still pay taxes to the Israeli government and some of those taxes undoubtedly go towards funding the infrastructure of Israel's oppressive occupation in the West Bank and siege on Gaza.

The Co-op's current stance is weaker in comparison to their previous support for the South African anti-apartheid movement, where they supported an all-out boycott of South African goods.⁴ Archbishop Desmond Tutu, the first black bishop of Cape Town, has repeatedly likened Israel's treatment of Palestinians as akin to apartheid.⁵

In recent years, a coalition of Zionist groups have been pressuring the Co-op to reverse its policy of boycotting companies that source from the settlements. Zionist protests have been held outside Co-op supermarkets.⁶

In autumn 2019, Corporate Occupation photographed Israeli mangoes being sold in Co-op. As well as mangoes, the supermarket sells Israeli figs, pomegranates and avocados. The store claims that these products do not come from businesses that source from the settlements.⁷

We have profiled a number of companies, such as Galilee and Miriam Shoham, which source from the occupied West Bank and Golan Heights, and which are not on the Co-op's boycott list. The next step is to persuade the Co-op to extend its list to include these companies, and then to support a full boycott of all Israeli goods.

**The Co-op
continues to have
supply agreements
with some twenty
Israeli suppliers.**

Take action

- Pressure the Co-op to adopt a full boycott of Israeli goods.
- Campaigners could engage with the Co-op's membership meetings, encouraging them not to bow to Zionist pressure to reverse its current policy.
- We have profiled a number of companies, such as Galilee, Miriam Shoham, Mor International and Hadiklaim, which are not on the Co-op's boycott list and which source from settlements. Campaigners could pressure the Co-op to add these companies to its list of companies it refuses to do business with.

Write to the Co-op at:

Co-op Food, Customer Careline, Freepost MR 9473, Manchester M4 8BA

Tel: +44 (0)800 068 6727

facebook.com/coopuk

twitter.com/coopuk



Israeli mangoes in Co-op. Photo by Corporate Occupation, October 2019.



The UK's largest retailer has a shameful history when it comes to stocking produce grown in the illegal West Bank settlements.

The company continues to sell Israeli produce, despite the demands of BDS campaigners. In 2007, UK activists entered the agricultural settlement of Tomer in the occupied Jordan Valley and photographed Medjoul dates packed by Carmel Agrexco, labelled 'Made in Israel' and bound for Tesco stores. The discovery led to an ITN expose in the same year, accusing supermarkets of misleading British consumers.

Tesco admitted it had acted "in error" and stated that Israeli dates "originating solely from the West Bank will [in the future] be labelled as such". Tesco continued to source dates from West Bank settlements, and label them as such, until at least Christmas 2013 when Tesco own-brand 'King Solomon' Medjoul dates appeared in UK stores labelled "West Bank (Israeli Settlement Produce)".¹

Tesco has received heavy pressure from BDS campaigners over its stocking of Israeli produce. During the Israeli massacre in Gaza in 2009 Tesco set up an option on its telephone line to complain about the store's stocking of Israeli produce. The customer services line told customers: "If you are ringing regarding Israeli goods, please press one."²

In 2014, the supermarket announced it would no longer be selling products originating from the West Bank, beginning from September of that year. According to the Jewish Chronicle, a spokesman from the chain said the move was not "politically motivated".³

In 2016, Irish Palestine solidarity campaigners held a large protest outside a Tesco store in Sligo, Ireland. "This year marks the 32nd anniversary of the anti-apartheid strike at Dunnes Stores in Dublin, an action that resounded all the way to Nelson Mandela's cell on Robben Island in Apartheid South Africa; we believe that thirty-two years on, it remains immoral to stock products that help to fund apartheid."⁴

Tesco continues to ignore the demands of campaigners and stocks Israeli fresh goods, including produce from the West Bank. In late 2019 we photographed Hadiklaim dates, labelled 'Produce of Israel', being sold in the



Tesco Israeli basil. Photographed by a BDS activist, May 2019.



Tesco Israeli mangoes. Photographed by Corporate Occupation, September 2019.

supermarket. Hadiklaim sources its dates, and has packing houses, in the Jordan Valley. (See page 36).

In autumn 2019, we photographed Israeli Kent mangoes in Tesco. Israeli mangoes are omnipresent on UK supermarket shelves this year. Many of them are supplied by Galilee, although we can't say which company Tesco is sourcing its mangoes from.

Another company which supplies European supermarkets with fresh mangoes is Miriam Shoham (see page 32). The Mehadrin-owned company has a packing house in the occupied Golan and is certified with Tesco's 'Nature's Choice' certificate. Therefore it's likely that Tesco stocks Shoham produce too.

According to FreshPlaza, mango production kicked off as big business in Israel in 2016, with a focus on exporting to Europe. Israeli companies also own patents on several mango brands for mango crops grown outside Israel.⁵

Tesco has an agreement with AMC Fruit to supply Jaffa branded goods to its stores. The Jaffa brand is owned by the Israeli Citrus Marketing Board. (See page 30).

In 2019 and 2020, we saw the following fresh products, marked 'Produce of Israel', in Tesco stores: red grapefruit, peppers, basil, Hass avocados, mangoes and coriander. Additionally, Tesco states on its website that its Sharon fruit, 'Tesco Finest' potatoes, organic potatoes, lemons, radishes and samphire are also sourced from Israel.

In late 2019, Tesco started stocking Sabra houmous in its dips section. The Sabra brand is owned by Israeli company Osem.⁶ Tesco also sells Barkan Israeli wine.

Take action

- Contact Tesco & pressure it to stop selling Israeli goods:
Baird Avenue, Dundee DD1 9NF
Tel: +44 (0)800 50 5555,
+ 44 (0)330 123 4055
facebook.com/tesco
twitter.com/tesco
- Demand that Tesco excludes Miriam Shoham & Mehadrin from its sourcing. These companies own infrastructure & export goods from Israel's settlements in the West Bank & Syrian Golan.
- Pressure Tesco not to stock Jaffa citrus fruits.

Israeli Tesco Sunrise grapefruit, photographed by Corporate Occupation, June 2019.



Tesco
Red Grapefruit

50p

LOOSE RED GRAPEFRUIT

ORIGIN: ISRAEL

CLASS I
Variety: Sunrise 88-98mm

WAITROSE & PARTNERS

Waitrose has been obstinate in its stance on settlement produce and was unresponsive to the 2007 ITN and More 4 reports which led other supermarkets to label their goods more clearly.

While campaigners have repeatedly tried to engage with the supermarket on the issue, the company has refused to enter into any debate and told one customer:

“Whatever our own views may be about Israeli products, we do not think it is right to ask our buyers to base their choice of products on any other criteria than commercial ones of quality and value for money”.¹

This seems to be a very clear message from Waitrose that economic factors take precedent over ethics when it comes to business dealings.

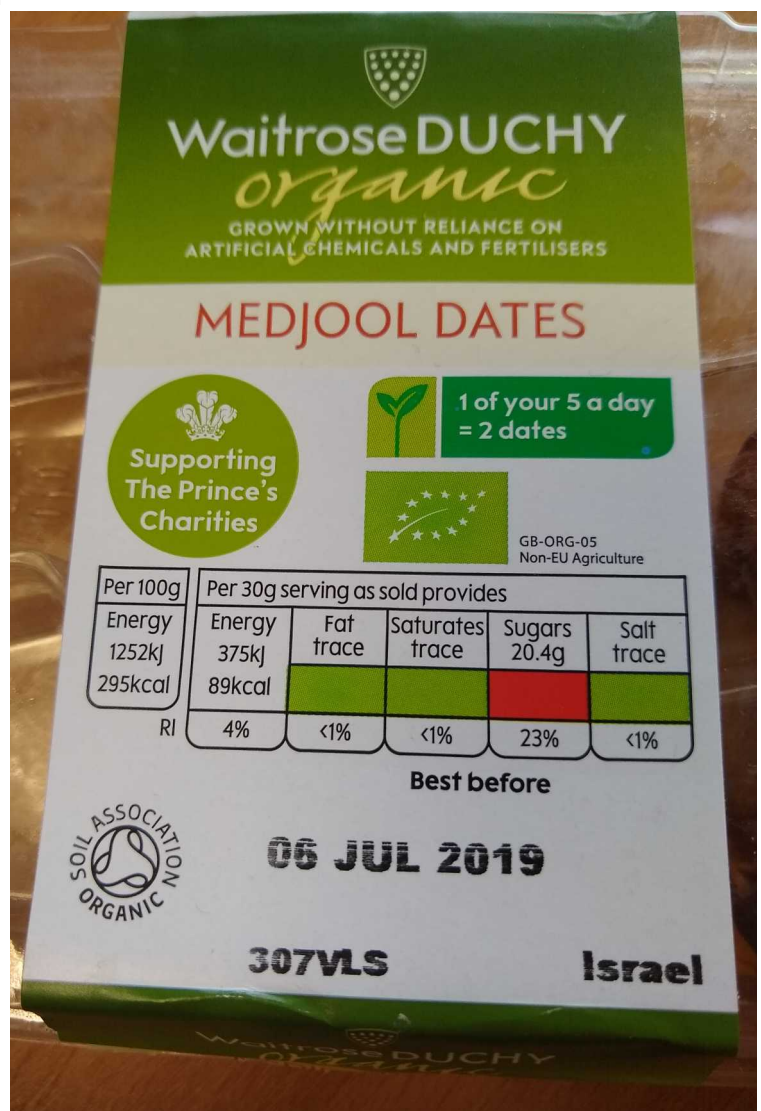
In 2010 an investigation by War on Want discovered that Waitrose was selling a number of settlement goods – despite the supermarket making statements to the contrary – including three types of halva by the company Achva, all of which were clearly labelled as produced in the Barkan settlement in the West Bank.²

In 2014, Waitrose claimed that it had stopped selling herbs from Israel’s West Bank settlements. However the store claimed its decision was purely commercial.³

In 2015, Waitrose came under harsh criticism for displaying a ‘Taste of Israel’ brochure which portrayed East Jerusalem and the occupied Syrian Golan as part of Israel. It also listed several Palestinian traditional foods as ‘Israeli’. Ayman Abuawwad, a Palestinian living in London, wrote on the Waitrose website:

“I am a Palestinian from Gaza. How dare Waitrose promote the theft of my Palestinian heritage, my culture, my food and call it Israeli...Shame on you Waitrose for cancelling a whole nation, a whole culture for profit.”

The Palestine Solidarity Campaign made a complaint to the Advertising Standards Authority over the brochure.⁴



In 2019, Corporate Occupation photographed Waitrose stocking Israeli own-brand Hadrawi dates and own-brand 'Duchy' Medjoul dates. We have previous evidence that Waitrose dates have been supplied by Hadiklaim (see page 36). Some of the proceeds from sales of Waitrose's 'Duchy' products go to the Prince of Wales' Charitable foundation, meaning that the charity is potentially benefiting from the sale of Israeli settlement produce.⁵

On its website, Waitrose states that the following fresh produce comes from Israel: mangoes, various types of potatoes, fresh figs, avocados, peppers, grapefruit and pomegranates. It also stocks Carmel wine. Carmel winery shamelessly states that its vineyards are located in the Golan Heights and 'Shomron', a historical name used by Zionists for the northern West Bank.⁶

Take action

- Pressure Waitrose to stop selling Israeli goods & Israeli settlement goods. Contact Waitrose at: Customer Care, Waitrose Ltd, Doncastle Road, Bracknell, Berkshire, RG12 8YA
Tel: +44 (0)1344 825232 or +44 (0)800 188 884 customerserviceteam@waitrose.co.uk
facebook.com/Waitrose twitter.com/waitrose
- Corporate Occupation has previously reported that Waitrose has stocked own-brand dates sourced from Hadiklaim. We urge campaigners to write to Waitrose & ask them to pledge not to source products from Hadiklaim, & the Jordan River and King Solomon Dates brands.
- Organise a demonstration outside your local Waitrose store.
- Pressure Waitrose not to stock Carmel wine. Carmel is a settlement company profiting from the occupation.
- Contact the Prince of Wales' Charitable foundation & alert them to the fact that the money they receive from the sale of Waitrose Duchy dates may be, in part, from the sale of Israeli settlement dates.



Above & previous page: Waitrose stocks Israeli dates, which could be sourced from Hadiklaim. The Israeli company has stated that it supplies all the major supermarkets, and we have previous evidence that it has supplied Waitrose. (See page 36 for our profile on Hadiklaim). Photos by Corporate Occupation, June & July 2019.



In 2009, Aldi was caught out selling grapefruit from Israeli company Carmel Agrexco, labelled as a product of Cyprus.¹ The scam led to the German supermarket publicly admitting it had misled European consumers.

This may well have been a deliberate attempt to evade popular boycotts of Israeli goods in the aftermath of Israel's invasion of Gaza in December 2008.²

In 2013 Aldi's Dutch subsidiary informed suppliers it was no longer willing to sell produce from Israeli settlements.³ The ban put the onus on the suppliers to verify the origin of items marked 'Made in Israel', a procedure which is obviously still open to abuse. The decision was clearly the result of boycott-related publicity. According to the Times of Israel, a spokesperson from Aldi stated that the company was not interested in its products "being part of public discourse in any way."⁴ Within days of the announcement other representatives of the company's Dutch subsidiary were claiming: "Aldi would like to emphatically state that it does not boycott products from the Occupied Territories."⁵

During 2019, Corporate Occupation received photos of Israeli Hass avocados on sale in Aldi, supplied by Galilee (see page 33). Galilee is one of the main export companies sourcing from the Jordan Valley settlements. Corporate Occupation also photographed avocados supplied by Mehadrin, another export company sourcing from the settlements (see page 26).

In autumn 2019 Israeli Keitt mangoes, supplied by Mehadrin-owned company Miriam Shoham, were photographed in Aldi stores. In spring 2019, Corporate Occupation also photographed Israeli potatoes on sale at an Aldi store in France.



Mehadrin avocados in Aldi, 2019. Photo by BDS activist.

Take action

- Put pressure on Aldi to boycott Israeli goods. Contact Aldi at: Aldi Stores, Holly Lane, Atherstone, Warwickshire CV9 2SQ

Tel: +44 (0)800 042 0800 email: customer.service@aldi.co.uk
[facebook.com/AldiUK](https://www.facebook.com/AldiUK) twitter.com/AldiUK

- Demand that Aldi excludes Miriam Shoham & Mehadrin from its sourcing. These companies own infrastructure & export goods from Israel's settlements in the West Bank & occupied Syrian Golan.

- Pressure Aldi to stop supplying produce from Galilee, which sources from Israeli settlements in the Jordan Valley.

- Aldi France's Israeli potatoes are imported by French distributor Verpom. Contact Verpom, urging it not to import Israeli potatoes. Tel : (+33) 3 28 40 17 45 or go to [Verpom.com](https://www.verpom.com) & fill out a contact form.



Throughout 2019, and in early 2020, Corporate Occupation spotted lots of Israeli produce in Morrisons. These fresh fruit and vegetables are sourced from key companies which export from Israeli settlements.

Indeed, Morrisons has a history of using suppliers which source produce from settlements.

In January 2013 Corporate Occupation obtained packaging labels from the Israeli settlement of Tomer for Morrisons own-brand Medjoul dates.¹ The dates were to be exported to the UK by Israeli date growers' cooperative Hadiklaim (see page 36).

When presented with the evidence, a Morrisons media officer claimed that the chain “does not source goods from the Occupied Palestinian Territories”.² After looking into the issue further, Morrisons issued a statement about the Tomer labels:

“We do not source any products from the Occupied Palestinian Territories, including the West Bank. The Medjoul dates in question are grown in and sourced from Israel and always have been. Exceptionally, these dates were packed in Tomer while an alternative site was found and although the information on the label was legally correct we recognise it was not in the spirit of the country of origin claim. Since this time our Medjoul dates have been packed, as well as grown and sourced, in the state of Israel.”

As the Corporate Occupation article written at the time notes, the idea that dates were grown in Israel and packed in Tomer appears implausible. Hadiklaim has several packing houses in Israel so it seems unlikely that the company would drive dates grown in Israel into the occupied Jordan Valley for packing. And regardless, Hadiklaim did not see a problem in using an illegal settlement to pack its produce.

In the past year, Corporate Occupation researchers have photographed avocados and mangoes on sale at Morrisons, supplied by Galilee (see page 33). We have also spotted Hadiklaim dates in the supermarket (see page 36), as well as Miriam Shoham pomegranates (see page 32). All of these companies should be key targets for the BDS movement, as they all source produce from settlements.

Morrisons also sources fresh produce from Greenyard Fresh, a Belgian corporation which imports fruit and vegetables from Israeli companies like Hadiklaim (see page 54). The supermarket also stocks Israeli Barkan wine.

Following page: Morrisons sells both loose and packaged Israeli mangoes. In the top photo, the box clearly shows that the supplier is Galilee, while the code on the bottom photo shows that the mangoes are supplied by Greenyard Fresh. Photos by Corporate Occupation, autumn 2019.

Take action

- Pressure Morrisons to stop sourcing from Galilee, Hadiklaim & Miriam Shoham. They are all key exporters from Israel's colonial settlements in the Jordan Valley & Golan Heights. Any business with these companies supports the settlement industry.
- Pressure Morrisons to stop sourcing from Greenyard Fresh. Greenyard is an international corporation importing goods from several of the companies sourcing from Israel's settlements.
- Write to Morrisons at: Hilmore House, Gain Lane, Bradford, West Yorkshire, BD3 7DL
Tel: +44 (0)345 322 0000 fresh@morrisons.com

twitter.com/Morrisons

facebook.com/Morrisons





M&S has faced protest due to its historical ideological support for the Israeli state, and because of its continued policy of stocking Israeli goods.

Until 2008 M&S openly sold products from illegal Israeli settlements. The Guardian reported in 2004 that the company stocked an extensive range of settlement products. Since 2008, however, M&S has made repeated statements claiming that it does not stock goods from the Occupied Territories.

In 2008, the store wrote: "We do not buy products from the West Bank, Golan Heights or Gaza as we cannot safely visit the suppliers in these areas because of the current security situation." It seems probable that the move to cease selling settlement products was, in fact, due to effective campaigning, protests and fear of adverse press coverage. However, since then the store continues to stock Israeli goods, including goods sourced from companies that operate in Israel's settlements in the West Bank.

In correspondence with the School of Oriental and African Studies in 2008, David Gregory, Technical Food Director for M&S, stated the following:

"In the past, we have sold dates from this region. However, we made a policy decision sometime ago to cease all purchases from this area. However, our UK suppliers do buy raw material (dates) from the organisation Hadiklaim on our behalf. The contract explicitly prohibits purchase from Palestinian Territories and Hadiklaim source the dates from elsewhere within Israel to satisfy our requirements. Traceability systems are in place to confirm the source of the dates."

Gregory's response does not take into account that by stocking goods from Hadiklaim, even if the dates stocked by M&S are from within Israel's 1948 borders, it is supporting a company which operates in Israel's settlements in the Jordan Valley and heavily exploits the Palestinian workforce, who are paid a pittance to do dangerous work high up on date palms. In 2019, Hadiklaim confirmed that it still supplies M&S with dates (see page 36). In 2019, we spotted 'Produce of Israel' dates in the supermarket.

Historical support for Zionism

Historically, M&S has made statements in support of Zionism. Lord Sieff, chairman and founder of M&S who died in 2001, made several statements in support of Israel's military policies. In 1941, Sieff said that "large sections of the Arab population of Palestine should be transplanted to Iraq and other Middle-Eastern Arab States" (Jewish Chronicle, 21/09/1941). In 1990, Sieff, in a book titled 'On Management: The Marks and Spencer Way', wrote that one of the fundamental objectives of M&S was to "aid the economic development of Israel."

There have been no reports of M&S openly showing ideological support for Israel since 2004. The retail company has repeatedly asserted that "[it has] no 'special' relationship with any government, political party or religious group" but accepts that M&S does "make

representations to governments in support of [its] commercial aims.” M&S management has not, to our knowledge, commented on Lord Sieff’s remarks in support of Zionism and has not made a statement as to whether the current management stands by them. In 1998, Sir Richard Greenbury, then CEO of M&S, received the Jubilee Award from Israeli Prime Minister Benjamin Netanyahu.

In 2000, the Jerusalem Report stated that “M&S supports Israel with \$233 million in trade each year.” In October 2000, the Jewish Chronicle reported that the British-Israel Chamber of Commerce (B-ICC) had held meetings at M&S’s offices in Baker Street and in December 2004, Stuart Rose, CEO of M&S at the time, was a listed speaker at the annual dinner of the B-ICC.¹

M&S stocks underwear manufactured by Delta Galil,² a company which operates a factory in the Barkan settlement industrial zone.³

During 2019, Corporate Occupation researchers photographed Israeli ‘Maris Piper’ potatoes on sale in an M&S store, as well as Israeli figs. We also spotted red grapefruit supplied by Mehadrin, one of the key Israeli companies sourcing from settlements (see page 26). In January 2020 we photographed Israeli pomegranates in the store.

Israeli company Miriam Shoham is certified with an M&S Field to Fork certificate. Miriam Shoham has a packing house in the Israeli occupied Syrian Golan (see page 32). Shoham is part-owned by Mehadrin.

Take action

- Demand that M&S stops stocking Israeli goods. Demand that M&S excludes Hadiklaim, Miriam Shoham & Mehadrin from its sourcing. These companies export goods from Israel's settlements in the West Bank & occupied Syrian Golan. Contact M&S:

Waterside House, 35 North Wharf Road, London W2 1NW marksandspencer.com/c/contact-us
facebook.com/MarksandSpencer twitter.com/marksandspencer

- Put pressure on M&S to stop stocking Delta Galil products. Doing business with Delta Galil supports the settlement industry.



M&S stocks a variety of Israeli produce, including dates, figs and pomegranates. Photos by Corporate Occupation, December 2019 and January 2020.

Sainsbury's

Like its competitor Tesco, Sainsbury's has previously sold produce that the supermarket knew was from illegal West Bank settlements. It continues to stock produce from Mehadrin.

In 2008 activists took photographs of Sainsbury's 'SO Organic' and 'Taste the Difference' Medjoul dates clearly labelled 'Grown in West Bank' inside the Jordan Valley settlements of Netiv Hagdud and Massua.

In 2016, 'SO Organic' Medjoul dates sold on the Sainsbury's website were labelled as a 'Product of either the US or Israel' and, in light of the DEFRA guidelines on the labelling of produce from the West Bank, it would appear that the company has stopped sourcing these dates from West Bank settlements.¹

However, its Israeli suppliers' long history of mislabelling settlement produce means that even if Sainsbury's has the intention not to source from the settlements, its suppliers may not be honest about the provenance of the produce they are supplying to the store.

Whilst it is not clear which company Sainsbury's currently sources its Medjoul dates from, the supermarket has previously been linked with Israeli date-grower co-operative Hadiklaim. Hadiklaim is known for its mislabelling of settlement produce (see page 36).

In 2019 and early 2020, we photographed Sainsbury's Hass avocados and grapefruit supplied by Israeli company Mehadrin. Mehadrin is one of the key exporters from Israel's colonies in the Jordan Valley (see page 26). We also found Israeli figs in the fresh fruit section.

As of late 2019, Sainsbury's advertises on its website that the following foods are either grown or packed in Israel: mangoes, potatoes, avocados, red grapefruit, pink grapefruit, persimmons (Sharon fruit), samphire, basil, thyme, sage, rosemary, dill, mint and chives.

The supermarket's wide range of 'Free From' chocolate is also produced in Israel. Sainsbury's also stocks houmous and other dips by Sabra and Yarden, both of which are brands of the Israeli Osem Group.²

Activists pressure Sainsbury's

Corporate Occupation talked to activists from the 'Taste the Indifference' campaign, which focuses on Sainsbury's. They told us about their experiences of pressuring the company:

"Sainsbury's identifies itself as driven by values ('Our Values Make Us Different') and, as a result, it was the obvious target for a nationwide agricultural BDS campaign, seeking to build on the success achieved with the Co-op. The Co-op announced it would not source goods from the settlements some years ago and Sainsbury's seemed to follow suit.

One customer activist, having found, bought and photographed some figs from a settlement, elicited an important admission from former CEO Justin King in September 2011:

Sainsbury's stocks Israeli Moshe Faiz figs. Photo by Corporate Occupation, November 2019.



'Thank you very much for your email regarding the supply of figs from the Israeli Settlements. We do have a very clear policy and do not source from these settlements. Unfortunately, this was not picked up by our audit process due to a breakdown in communication with the supplier. The product was removed as soon as we were made aware and we have taken steps to ensure this does not happen again. Thank you again for bringing this matter to our attention and your ongoing communication with us on this issue.'

Nevertheless, a campaign to make Sainsbury's follow the Co-op's lead in also boycotting packers and distributors which profit from the occupation was not successful. After leafleting, extensive [supermarket] branch-focused activities, interventions and picketing, a strategic decision was taken to wind-down the campaign.

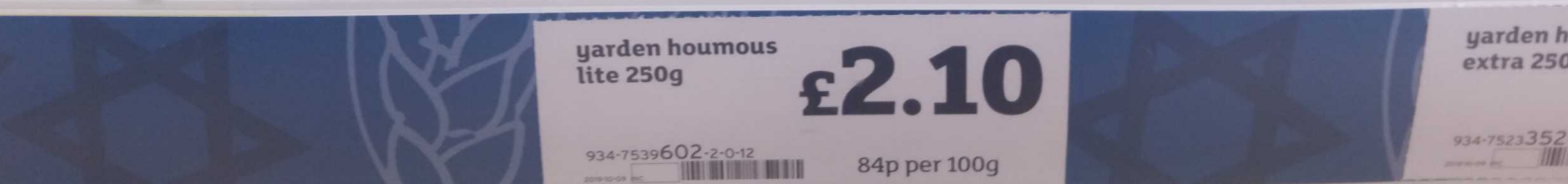
As things stand today, several years on, a quick survey of Sainsbury's shelves suggests that there are fewer items on offer marked as produce of Israel than in most other big-name supermarkets, certainly in the realm of fresh fruit, vegetables and herbs.

Questions have continued to be asked at the AGM, especially since Sainsbury's adopted a Human Rights Policy in 2018. At the last AGM (2019), two questions were asked relevant to this policy. One related to the Human Rights Watch report, 'A Raw Deal: Abuses of Thai Workers in the Israeli Agricultural Sector', which showed that agricultural workers within the state of Israel (now almost exclusively Thai) are subject to extremely abusive conditions and denied the most basic of their human rights and rights as workers – according to one commentator they were actually worked to death. (This work is backed up by a recent BBC investigation and a report by Fidh).³

The second question related to Israel's recent legislation (The Nation State Basic Law and the defeat of the proposed Equality Basic Law). Both questioners identified the incompatibility of having a Human Rights Policy yet continuing to trade with a state where Human Rights are egregiously violated and where the legislation establishes, beyond doubt, the racist and apartheid nature of the state."

Take action

- Put pressure on Sainsbury's to boycott Israeli goods. Demonstrate at Sainsbury's stores, demanding that they stop selling Israeli products, including fresh fruit & vegetables, dips & chocolate.
- Pressure Sainsbury's to stop sourcing from Mehadrin. Mehadrin is one of the key exporters from the Israeli colonies in the Jordan Valley. By doing business with Mehadrin, Sainsbury's is helping to prop up the settlement industry. Even if the Mehadrin products stocked by Sainsbury's do not originate from settlements, Sainsbury's should take an ethical stance & boycott Mehadrin.
- Tell Sainsbury's to stop stocking Sabra and Yarden dips, which are brands of Israeli company Osem.
- Contact Sainsbury's at: Sainsbury's Store Support Centre, 33 Holborn, London EC1N 2HT
Tel: +44 (0)20 7695 6000 twitter.com/sainsburys facebook.com/sainsburys



As well as stocking a range of fresh Israeli produce, Sainsbury's stocks Sabra & Yarden dips. Its 'Free From' chocolate range is also made in Israel. Photos by Corporate Occupation, November 2019.



Try me! We're sure you'll like this product. If you don't, simply return for a full refund.

Or, call our careline 0800 636262.

Your statutory rights are not affected.

Produced in Israel for Sainsbury's Supermarkets Ltd, London

Want to find out more? [sainsburys.co.uk](https://www.sainsburys.co.uk)



Asda has made several statements denying that it stocks goods from the West Bank since ITN's 2007 report on settlement goods in UK supermarkets.

However, in 2009 Asda made several ambiguous statements contradicting its earlier stance. A spokesperson from the company wrote:

"I am sure you can imagine it is very difficult for Asda to take a position on behalf of all our customers over politically controversial issues such as the current conflict you refer to [the occupation of Palestine]. On the sourcing of products from overseas we are always guided by the position of the UK Government and by the European Union on trade policy."

There is evidence to suggest that Asda has continued to stock goods from Israel's settlements. For example, in 2009 it was reported that Asda was stocking Yarden wine, which is bottled in the Israeli occupied Syrian Golan.¹ In January 2020 we photographed Mehadrin dates marked as Asda's own-brand 'Extra Special' Medjoul dates. Mehadrin sources dates from the Jordan Valley settlements (see page 26). The supermarket also stocks Galilee red grapefruit (see page 33). Galilee is another key company which sources much of its fresh produce from settlements.

We have photographed other Israeli fresh produce in Asda. Although we couldn't identify the name of the Israeli growers or exporters, we were able to identify some of the UK importers. Two UK companies importing Israeli produce for Asda are IPL and Watts Farms. IPL sources produce specifically for Asda (see page 55). Watts Farms provides fresh goods for various retailers (see page 56).

Campaigners have held many pickets of Asda stores since 2009, protesting against the sale of Israeli goods. During the attack on Gaza in 2014, campaigners entered an Asda store in Belfast and removed all of the Israeli goods from the shelves.²



Asda's Sunrise grapefruit are supplied by Galilee. Photo by Corporate Occupation, January 2020.

Take action

- Demand that Asda makes a clearer statement that it will not stock Israeli settlement goods in its stores.
- Call on Asda to boycott goods from Israeli companies like Mehadrin & Galilee, which source from the settlements.
- Pressure Asda to support the Palestinian call for a full boycott of all Israeli goods. Go to:
asda-stores.custhelp.com/app/contacts
Tel: +44 (0)800 952 0101
facebook.com/asda twitter.com/asda
- Contact Watts Farms & IPL, two of Asda's UK suppliers of Israeli fresh produce, to ask them to stop importing from Israeli companies.



Lidl, the German discount supermarket chain, has stores all over Europe and the US. During 2019, we photographed Mehadrin grapefruit on sale in Lidl stores in the UK.

Mehadrin is one of the largest exporters of fruit from the Israel's Jordan Valley settlements (see page 26). We also photographed Israeli Hass avocados on sale under the Oaklands brand in Lidl's UK stores.

France

We photographed Israeli organic potatoes on sale in Lidl under the 'Terrea, St Remy de Provence' brand in 2019. Lidl France stores were also selling Israeli avocados.

Greece

During 2019, we saw Fratelli Orsero bananas on sale in Lidl Greece. Corporate Occupation found Fratelli Orsero packaging in the illegal settlement of Argaman in 2018. Fresh fruit was being supplied to Fratelli Orsero by Israeli company Mehadrin (See page 26 for our profile on Mehadrin and page 42 for our profile on Fratelli Orsero).



Take action

- Pressure Lidl to stop selling Israeli goods.
- Pressure Lidl to stop sourcing goods from Fratelli Orsero & Mehadrin. These companies source products from Israel's settlements and Lidl's business with them supports the settlement industry.

Contact: lidl@goodrelations.co.uk
Tel: +44 (0)800 977 7766 or
+44 (0)370 444 1234

facebook.com/lidl
twitter.com/LidlUK

Left: Israeli avocados in Lidl France, May 2019.
Photo by Corporate Occupation.

Supermarket	Does it exclude all goods from companies that export from the settlements?	Has it made a public statement that it will not stock settlement goods?	Does it stock Israeli goods?
Co-op	The Co-op has announced that it will “no longer engage with any supplier of produce known to be sourcing from the Israeli settlements.” This policy specifically applies to products sourced from Agrexco, Arava Export Growers, Adafresh & Mehadrin. However, the Co-op hasn't made any statement over whether it sources from Galilee, Hadiklaim, Mor International or Miriam Shoham.	Yes	Yes
Sainsbury's	No	A letter from CEO Justin King in 2011 claimed: “We do have a very clear policy and do not source from these settlements.”	Yes
Tesco	No	In 2014, the supermarket announced it would no longer be selling products originating from the ‘West Bank’. It is not clear whether this policy includes East Jerusalem, & it does not mention the Israeli occupied Syrian Golan.	Yes

Supermarket	Does it exclude all goods from companies that export from the settlements?	Has it made a public statement that it will not stock settlement goods?	Does it stock Israeli goods?
Waitrose	No	In 2014, Waitrose claimed that it had stopped selling herbs from Israel's West Bank settlements. However the store claimed its decision was purely commercial. ¹ It is not clear whether Waitrose has stopped stocking all products from Israel's colonies.	Yes. It says: "Whatever our own views may be about Israeli products, we do not think it is right to ask our buyers to base their choice of products on any other criteria than commercial ones of quality & value for money".
Asda	No	Unclear. Since 2007 Asda has made several statements denying that it stocks goods from the West Bank in its stores. However, it has since stocked Yarden settlement wine and made some statements that appear to backtrack from its previous policy.	Yes. In 2009 Asda said: "I am sure you can imagine it is very difficult for ASDA to take a position on behalf of all our customers over politically controversial issues such as the current conflict you refer to [the occupation of Palestine]. On the sourcing of products from overseas we are always guided by the position of the UK Government & by the EU on trade policy."
Lidl	No	Not as far as we know	Yes

Supermarket	Does it exclude all goods from companies that export from the settlements?	Has it made a public statement that it will not stock settlement goods?	Does it stock Israeli goods?
Aldi	No	In 2013 Aldi's Dutch subsidiary said it was no longer willing to sell settlement produce. ² The ban puts the onus on the suppliers to verify the origin of items marked 'Made in Israel', a procedure which is obviously still open to abuse. The decision was the result of boycott-related publicity. Aldi soon backtracked, saying "Aldi would like to emphatically state that it does not boycott products from the Occupied Territories." ³	Yes
Morrisons	No	Morrisons claimed in 2013: "We do not source any products from the Occupied Palestinian Territories, including the West Bank."	Yes
M&S	No	In 2008, M&S wrote: "We do not buy products from the West Bank, Golan Heights or Gaza as we cannot safely visit the suppliers in these areas because of the current security situation."	Yes

Which supermarkets source goods from settlement companies?*

Israeli company	Which Jordan Valley settlements does the company source from (according to our most recent findings?)	Which supermarket sources goods from this company?
Mehadrin	Argaman Gilgal Tomer	Aldi Sainsbury's M&S Lidl Tesco Asda
Miriam Shoham	Israeli occupied Syrian Golan (not in the Jordan Valley)	Aldi Morrisons Tesco
Jaffa brand	Sources from companies Mehadrin, Galilee, Arava, AG Ankor & Miriam Shoham, which source from the settlements of Naomi, Gilgal, Tomer & Mehola	Tesco
Galilee	Naomi	Aldi Morrisons Asda
Hadiklaim	Beit Ha'Arava Gilgal Tomer	Tesco M&S Morrisons
Delta Galil	Barkan settlement industrial zone (not in the Jordan Valley)	M&S

** All of the major supermarkets also stock Israeli fresh produce without identifying the Israeli supplier. Therefore this list is by no means exhaustive.*



Volunteer in the Jordan Valley

Jordan Valley Solidarity campaign is a network of Palestinian grassroots community groups from all over the Jordan Valley, as well as international supporters. Our aims are to protect Palestinian existence and the unique environment of the Jordan Valley by building international support and supporting communities on the ground. This includes monitoring, recording and aiming to prevent the abuse of Palestinian human rights by the Israeli occupation and settlers.

The situation in the Jordan Valley is very serious. Since 1967, the Israeli military occupation has been gradually attempting to annex the area (which is 28% of the occupied West Bank). Comments made by Netanyahu in 2019 have left us in no doubt about their intentions. On the ground they are seeking to control more and more of the Jordan Valley by expanding their illegal Israeli colonies. They are trying to drive Palestinians from their land through house demolitions, movement restrictions, curfews, arbitrary arrest and detention, land confiscations, denial of access to water, electricity, health and education.

In 2003, several community members in the Jordan Valley came together to try to build a community-based campaign to defend the indigenous community's presence. Today, the campaign continues to grow, and has spread to all of the Palestinian communities in the Valley. As a grassroots campaign we rely entirely on community members volunteering their time and energy, and support from individuals and organisations that support our aims and activities.

We have no budget to speak of, or any sources of funding, except in the rare cases that a person

Top: A community centre built by Jordan Valley Solidarity in the village of Fasayil using traditional bricks made from mud and straw. Photo by Bernard Spiegel.

or an institution comes forward willing to fund a project that the campaign has undertaken. Since its inception, the campaign has been open to working with any individual or organisation that shares its political analysis of the problem facing the Palestinians of the Jordan Valley and shares the commitment to maintain and strengthen Palestinian presence in the Valley.

The campaign's activities centre around actions which strengthen the steadfastness of Palestinians in the Valley. Our work varies, depending on the needs and priorities of the local communities, but in recent years we have:

- Supported villages such as Fasayil and Ka'abne to build community schools
- Helped several different communities to run water pipes to their local area
- Mobilised local communities around rebuilding structures destroyed by the Israeli occupation
- Built roads so people can more easily access their homes
- Mobilised and educated Jordan Valley communities about the traditional methods of building using homemade hay-and-clay bricks

The second major task of the campaign is raising awareness about the plight of Palestinians in the Jordan Valley and the urgency of supporting them both at the national and international level. This is particularly important given that it is a topic most often ignored in discussions about Palestine and the occupation. This advocacy work is carried out through:

- Preparing written, audio, and visual materials that advocates of Palestinian rights can use
- Trying to attract media attention to the situation in the Jordan Valley
- Offering eyewitness tours for visitors to Palestine so they can see for themselves what is described above
- Persuading international agencies to operate in the Jordan Valley, to provide the services most needed by the local community, and to monitor the effects of the Israeli policies and practices on the people and the land.

The campaign continues to face several challenges. One of the first obstacles to mobilising the local community is the large distance between the communities of the 150km long Jordan Valley. There is no cost-effective public transport available to Palestinians in the Valley, including the campaign organisers. While dealing directly and in-person with community members is the ideal means of communication, the use of phones and other communication technology is also very expensive, since there is no Palestinian communication infrastructure outside of the Area A and B towns and villages, and the Israeli alternative is costly. The internet is completely useless as a means of communication within the Valley given that only an extremely tiny minority has internet access. The dearth of sources of funding that would allow for the campaign to sustain itself as an independent grassroots initiative is a further challenge.

Despite these challenges the campaign continues based on the determination of the people of the Jordan Valley to remain steadfast on their land, and in the ongoing struggle to regain the land and resources taken from them, the Palestinians of the Jordan Valley.

Volunteer with Jordan Valley Solidarity

To find out about volunteering with Jordan Valley Solidarity
email info@jordanvalleysolidarity.org. Visit: jordanvalleysolidarity.org/volunteering/volunteering/

Donate to Jordan Valley Solidarity

To donate to the campaign go to: jordanvalleysolidarity.org/donate/donate/

Endnotes

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Key companies exporting from settlements to supermarkets

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Some international companies exporting from settlements to supermarkets

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The complicity of UK supermarkets

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Grapefruit

ISRAEL

Grower

Galil Elion
4049929092488

Class1

Packhouse

FreshPlus
Transfesa Road,
Paddock Wood,
Kent.UK TN12 6UT
5050956000000

x20

STAR RUBY

Supplier

Mehadrin Tnuport Export
4049928143631

97-107mm

Key

GB061 / W4872

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The Jordan Valley is the breadbasket of the West Bank. Israeli colonists in the Jordan Valley are farming dates, herbs, fresh fruit and vegetables in settlements on an industrial scale. The majority of these products are exported outside of Palestine/Israel.

Israeli export companies are misleading consumers, labelling fresh produce as 'Made in Israel' when in fact it comes from Israel's illegal colonies in the West Bank.

The exploitation of the Jordan Valley by Israeli settler agricultural companies is not just a capitalist project. It is a colonialist one. More and more Palestinian land is being expropriated by the occupation authorities and made available to the settlers.

In January 2020, US President Donald Trump gave the green light to Israeli state plans to annex the majority of the Jordan Valley. Palestinian communities in the Valley need our solidarity now more than ever.

Corporate Occupation has been carrying out in-depth interviews with Palestinian workers and doing undercover research in Israel's settlements since 2010.

This report profiles the companies making a profit out of the exploitation of Palestinians in the Jordan Valley, using child labour, paying below the minimum wage and forcing employees to work in unsafe conditions.

It also focuses on the UK supermarkets selling their products, and highlights how we can take action in line with the Palestinian call for a boycott of Israeli goods.

