

**Press Release: 2021/7/21**

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On July 19, Ben & Jerry's issued a statement informing the world that it would no longer allow its ice cream to be sold in illegal, Jewish-only settlements in occupied Palestine. To do so, it asserted, would be "inconsistent" with the company's values. It further stated it would not renew the license with Ben & Jerry's franchise in Israel after it expires in 2022.

The statement also said the company, which is owned by Unilever, would "stay in Israel through a different arrangement."

We have since learned, however, that Ben & Jerry's Independent Board had drafted its [own statement](#) that did not reference the company continuing to do business in Israel. According to Board Chair [Anuradha Mittal](#), "Unilever released the statement against the wishes of the board and in violation of a legal agreement made when it bought Ben & Jerry's in 2000."

Vermonters for Justice in Palestine joins our fellow activists in the global BDS movement in welcoming Ben & Jerry's decision to end sales of its "peace & love" ice cream in Israel's unlawful settlements and to not renew the licensing agreement with the Israeli franchise.

This is a decisive step toward ending the company's complicity in Israel's occupation and violation of Palestinian rights. Predictably, Ben & Jerry's is now being vilified by Israel's leaders and threatened by them with legal and political reprisal.

Vermonters for Justice in Palestine calls on Ben & Jerry's company to hold fast to the decision to stop the sale of ice cream in Israeli settlements and to not renew the licensing agreement with its Israeli franchise. Stand in solidarity with the people of Palestine and continue to be led by your commitment to being a social justice company.

There should be no business by Ben & Jerry's with apartheid Israel.

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Vermonters for Justice in Palestine (VTJP) extends its gratitude to the thousands of activists in the United States and around the world who endorsed and provided direct aid and counsel to the Ben & Jerry's campaign. Our work is not finished...but we could not have come this far without you.

A special thanks to the Palestinian BDS National Committee, the U.S. Campaign for Palestinian Rights, Migrant Justice, Movement for Black Lives, Bread & Puppet Theatre, Decolonize Burlington, Jewish Voice for Peace, and Adalah-New York.