



The BDS Movement

BOYCOTT DIVESTMENT SANCTIONS

AN INTRO AND INVITATION TO BDS TO
HELP FOLKS LIVE FREE OF OCCUPATION
+ GENOCIDE



BDS TERMS DEFINED

Today, the BDS National Committee (BNC), the largest Palestinian coalition leading the global BDS movement, believes that the most effective form of solidarity with Palestinians against Israel's ongoing occupation and genocide is ending the complicity of states, corporations, and institutions. :

Boycott Examples

- **Municipal boycott** e.g. a city ends contracts with HP or Caterpillar.
- **Academic boycott** e.g. a university/department ends institutional collaboration
- **Sports boycott** e.g. Teams refuse to play against official Israeli teams
- **Consumer boycott** e.g. consumers stop purchasing target products, and/or pressures a grocery store to stop selling
- **Cultural boycott** e.g. boycotting tickets to an israeli leader's speaking event

Divestment: A city, university, church, union, or pension fund withdraws its investments in corporations and banks complicit in Israeli apartheid.

Sanctions: A government or international body restricts trade, diplomatic, or military relations with Israel

***Note on Anti-BDS Laws:** In 2020 Missouri signed an Anti-BDS law preventing the state from entering into contract with a company that boycotts Israeli goods and services, joining 38 other states, including Kansas. Private corporations & citizens in Missouri and Kansas are not subject to anti-BDS law, just government entities entering into contracts with other companies.*



INTRO TO BDS

There is no question that the violence perpetrated by Israel against Palestinians is wrong, and constitutes genocide.

- Right now, 2 million civilians in Gaza endure **bombings, starvation, and as many as 10 forced displacements**. While Israel **breaks the ceasefire** (killing hundreds of children and medical patients), it has **stopped all food** from entering Gaza.
- Since 2023, Israel has bombed & destroyed 153,000 homes, 476 schools, 182 press outlets, 203 heritage sites and 381 healthcare facilities.
- 51% of Gazans are under 19 years old and have survived 6+ assaults in their lifetime.
- Meanwhile, in the West Bank, 700+ military/settler attacks against Palestinians have destroyed homes, killed 460 Palestinians including more than 115 children, and detained over 3,600 people without charge.
- In the US, people are brutalized, arrested, and deported just for speaking out
- In the last century, over **two-thirds of Palestinians** have been displaced from their hometowns and not allowed to return.

We cannot sit idly by as our kin are suffering. This zine shares strategic actions towards ending displacement, violence, and genocide in Palestine.

BDS was established in Ramallah (occupied Palestine) in 2005 by Omar Barghouti and Ramy Shaat. 170 unions, refugee networks, women's organizations, professional associations, popular resistance committees and other Palestinian community orgs signed "The BDS Call." It urges action to pressure Israel's compliance with international law by:

1. Ending its occupation and colonization of all Arab lands
2. Granting Palestinian citizens of Israel their right to full equality
3. Respecting, protecting and promoting the rights of Palestinian refugees to return to their homes and properties as stipulated in United Nations General Assembly Resolution 194 (c. 1948).

BDS is modeled upon other successful movements of nonviolent economic resistance, such as those used during the South African Anti-Apartheid movement and the American Civil Rights movement of the '50s and '60s.

THE BOYCOTT LIST



The graphic above shows a high level overview of the BDS Movement's boycott targets. It illustrates that complicity with Israel's war crimes, displacement, and occupation runs very deep across many different types of industry.

Where can we come in to support BDS, using our collective voice and our collective power? Since everyone has to eat and drink, we think a good place to start would be **food & drink** consumer boycott targets. And, as tenants fighting displacement everywhere, we include **housing** targets that also contribute to gentrification. The targets described here are corporate brands that put profit over people and perpetuate Israel's military occupation, apartheid, and settler colonialism.

The Boycott List

Starting on the next page is a community boycott list. It includes **Priority targets** (Companies directly involved in activities which support Israeli occupation, apartheid, or violate Palestinian rights) and **Pressure targets** (The BDS movement calls for pressure against these companies, including boycotts, if reasonable alternatives exist.) As a global movement, anyone can contribute to BDS. As a community, we can choose to focus our boycotting toward the Priority targets, or even take action over time at the grocery store.

We on Ceasefire Team acknowledge that KC is home to multiple food and retail deserts as a result of over a century of racial capitalism, and this impacts our ability to sustain ourselves and our families with food and groceries in the first place-- we believe boycotting these companies has overlapping benefits. For example, many of these companies recently cut back DEI in their own business practices. Boycotting is not only an act of solidarity with the Palestinian people, it is also an act of solidarity with the working class more broadly.

Alternatives

"Alternative" brands provided here have been checked as compliant with BDS (they are not themselves targeted brands). When possible, try to keep it local! (At the end, check out more boycott info through the **Boycat** app and our **interactive map** with team-suggested local spots to consider instead of complicit food & drink giants like McDonald's, Pizza Hut, Starbucks, etc.)

PRIORITY BOYCOTT TARGETS

Companies directly involved in activities which support Israeli occupation, apartheid, or violate Palestinian rights

Housing

RE/MAX

RE/MAX markets and sells property in illegal Israeli settlements. The settlements are illegal under international law and are segregated -- sitting on stolen Palestinian land and inaccessible to Palestinians. In the US, RE/MAX is also a major player in raising the cost of living for renters and first-time home buyers.

Drink

SodaStream

In 2015, SodaStream relocated from stolen Palestinian land in the West Bank to the Negev Desert (following boycott campaigns). However, Palestinian workers were cut from their jobs due to Israeli permit laws that restrict Palestinians in the West Bank from accessing other parts of Palestine. Instead, SodaStream hired local Bedouin employees and subject them to harsh working conditions. The relocation aligns with broader Israeli industrialization efforts in the Negev at the expense of the local displaced Bedouin population.

Suggested Alternatives: C&C Cola, Barr, DrinkMate, Aarke

PRESSURE TARGETS

The BDS movement calls for pressure against these companies, including boycotts, if reasonable alternatives exist.

Housing

Airbnb

Airbnb hosts hundreds of short-term vacation rentals in Israeli settlements in the occupied West Bank (illegally, on stolen Palestinian land)! After international pressure, Airbnb had planned to remove the listings, but they ended up reversing the decision to keep turning a profit. In general, Airbnb has contributed to the gentrification of neighborhoods worldwide (including here!) by turning affordable housing into vacation rentals. They put people over profit, and that ain't right!

PRESSURE TARGETS

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Food

McDonald's

First location in Israel opened in 1993, and has expanded to over 200 locations to date. McDonald's Israel has given away thousands of free meals to the IOF and citizens, donating tens of thousands of meals daily and offering a 50% discount to soldiers and security personnel at their branches.

Burger King

Owned by Restaurant Brands International (RBI). As part of RBI, Burger King enabled Gaza genocide by donating meals to the Israeli occupation army.

Papa John's

Currently undergoing aggressive business expansion in Israel with the aim of becoming Israel's dominant pizza chain. Papa John's has enabled the Gaza genocide by donating meals to the Israeli occupation army.

Pizza Hut

Part of Yum! Brands, has enabled the Gaza genocide by donating meals to the IOF. In 2021, Yum! Brands acquired Tictuk Technologies, an Israeli digital ordering service company.

Suggested Alternatives: [locally-owned drive-thrus](#), Five Guys, Healthy Choice, Amy's Kitchen, Marie Callenders, [ConAgra](#)

Drink

The Coca-Cola Company

The Coca-Cola Company owns Coca Cola and many other drink brands. The Coca-Cola company operates a factory in the illegal Israeli settlement of Atarot, near East Jerusalem in Occupied Palestine. The Coca-Cola Company also owns dairy farms in the illegal Israeli settlement of Shadmot Mehola in the Jordan Valley.

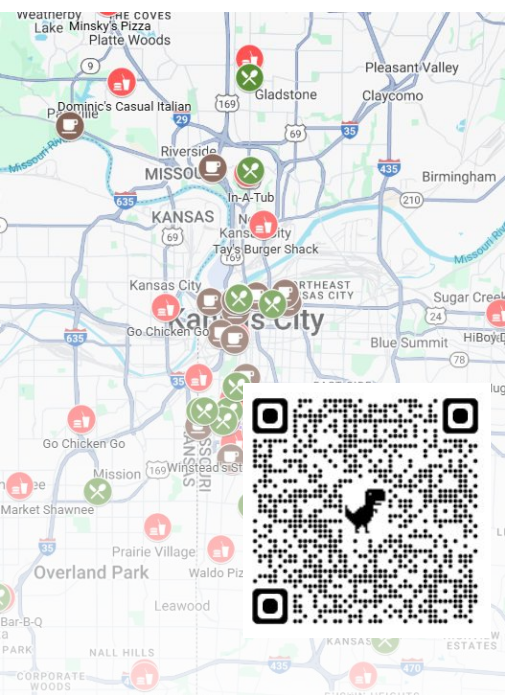
Suggested Alternatives: Zevia, Jarritos, Ollipop, Poppi, Boylan, Reed's Ginger Ale, Paugo

PRIORITY BOYCOTT TARGETS

Keeping it Simple

When looking for alternatives to brands on the boycott list, Ceasefire Team members recommend shopping at local stores such as [Sunfresh](#), [Hen House](#), [Save a Lot](#), and [Price Chopper](#), and supporting local or regional “generic” brands like [Best Choice and Always Save](#) when shopping in these stores. As well as shopping your local farmers markets when available to you (such as getting produce at City Market). Finally, we also recommend shopping at larger grocery stores like Aldi, and other places where targeted brands are not likely to be carried.

Our List of Local Alternatives



When considering alternatives for corporate food & drink giants like McDonald’s and Starbucks, Ceasefire Team members recommend taking business back to the community! For a map of some local options suggested by the team, click the link above, or scan the QR code below! Check and uncheck the different map layers to show and hide different categories of local boycott alternative.

Note: *The inclusion of a local business on this map does not imply their endorsement of, or compliance with, BDS in their own business practices. It reflects our idea that eating local is better for KC than supporting the major corporate giants in our community who are currently on the list of BDS targets.*

PRIORITY BOYCOTT TARGETS

Scan below to download Boycat!

Boycat is the official partner app of the BDS movement! Boycat allows you to directly scan barcodes on products and determine whether the brand is a boycott target, and if so, what level of complicity (i.e. the priority level of the target). It also allows you to view complicit companies and brands by industry (such as Food, Healthcare, Software, etc.). For any target, Boycat details the reason for boycotting, complicity level of the target, and suggested alternative companies which are not BDS targets.



iOS



Android

Sources and Further Reading

<https://bdsmovement.net/what-bds>

<https://boycottisrael.info/content/milestones-history-israeli-bds-movement-brief-chronology>

<https://www.bdsmovement.net/news/legal-briefing-bds-legitimate-human-rights-movement>

<https://www.ethicalconsumer.org/ethicalcampaigns/boycotts/alternative-ethical-brands-support-palestine>