Ben & Jerry to stop doing business in the settlements

The Ben and Jerry’s company has decided to stop doing business in the settlements, while continuing to do business within Israel’s sovereign borders. While Partners for Progressive Israel does not support any form of BDS, Ben and Jerry’s public recognition of the Green Line between Israel and the occupied territories is a cogent reminder that the decades-long Occupation will not be wished away, neither by plaintive appeals to Biblical title, nor glitzy PR (hasbara) campaigns.

The occupation, a system that includes land theft, draconian limits on freedom of movement, home demolitions, arrests without trial and more, constitutes a system of oppression that violates human rights. It is undermining Israel’s morality and, ultimately, its own security, and, as the Ben and Jerry’s decision shows, the international community is growing visibly weary of its perpetuation and expansion without any sight of a political horizon.