

Attention: Local Retailers of SodaStream Products

TO: BED, BATH AND BEYOND Coralville JC PENNEY, Coralville WALMART, Coralville
 BEST BUY, Coralville KOHLS, Coralville WALMART, Iowa City
 HY VEE WATERFRONT, Iowa City STAPLES, Iowa City YOUNKERS, Coralville
 HY VEE FIRST AVENUE, Iowa City TARGET, Coralville OTHER: _____

WE THE UNDERSIGNED, as customers of one or more of the above-listed stores, ask you to stop carrying SodaStream products. SodaStream produces home beverage carbonation machines that are manufactured in the Mishor Edomim industrial park, near the illegal colony of Ma'ale Adumim in the Israeli-occupied West Bank.

We object to trade with illegal Israeli settlements because the forcible confiscation and settlement of occupied territories as in Ma'ale Adumim is prohibited by the Fourth Geneva Convention, Article 49. Moreover, the rapid expansion of Ma'ale Adumim in particular threatens to slice up the West Bank and make a viable Palestinian state impossible, defeating the chance of justice and peace in the two-state territorial compromise endorsed by the U.S.

Company defenders say that it employs Palestinians and brings many economic benefits to the area, but taxes from the plant go to the illegal settlement. Palestinians live under a brutal and repressive military occupation in conditions of high unemployment and are forced to find work wherever they can. Palestinian workers at SodaStream get just half the minimum wage and are subject to a “permit” system, which means immediate dismissal if they complain about the harsh working conditions at the SodaStream plant. SodaStream workers do not receive the rights to which they are entitled under Israeli labor law.

For these reasons, there is a large and growing movement to boycott SodaStream. This movement has been endorsed by a coalition of faith-based and peace and justice organizations, such as the United Methodist Kairos Response and Holy Land Task Force, the Presbyterian Peace Fellowship, Jewish Voice for Peace, the American Friends Service Committee, the Episcopal Peace Fellowship, and Unitarian-Universalists for Justice in the Middle East.

In recognition of the desire of retailers to meet customer demand for products like those produced by SodaStream, we ask you to consider a wide range of alternatives that are currently on the market in the U.S. Some of these are listed on the following website: www.globalexchange.org/economicactivism/sodastream/alternatives . For more information on the SodaStream Boycott, see the website of the US Campaign to End the Israeli Occupation.

Thank you for your prompt consideration of our concerns.

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