

Subject: Asda's complicity in Israel's grave violations of Palestinian Human Rights

We are writing to you as concerned customers to express our deep disgust regarding the sale of Israeli produce within your stores. This is because such produce is associated with **ILLEGAL SETTLEMENTS** in the West Bank (Occupied Palestinian Territory).

Example of products:

- [Asda Extra Special Medjoul Dates](#)
- [Asda Extra Special Giant Ripe Avocado](#)

Israel is guilty of breaching the Geneva Convention by establishing settlements on Occupied Palestinian Territory, as acknowledged by the UN and ICJ ^(1,2).

These illegal settlements mean the forced displacement of Palestinians, the demolition of their homes and infrastructure and restricting Palestinians access to water as this is diverted to illegal settlements. As the occupier, Israel is forbidden from encroaching on the land in this manner, and it is deemed "pillage", which is a war crime ⁽³⁾.

Among the products offered in your store are Israeli-labelled dates. It is crucial to note that approximately 40% of Israeli-labelled dates come from illegal settlements ⁽⁴⁾. Harvesting dates is an arduous task, involving workers climbing great heights and enduring extensive hours in high temperatures, which exposes them to significant risks, including fatal accidents from falls - which if they incur, they are not afforded healthcare or compensation ⁽⁵⁾. Additionally, there are grave concerns regarding the exploitation of Palestinian workers. They are often subjected to unfair wages and hazardous working conditions, with reports of child labour being prevalent in these settings ⁽⁶⁾.

Asda claims that to be "committed to operating and sourcing products in a way that respects all internationally recognised human rights" and expresses a commitment to tackling unethical practices such as child labour ⁽⁷⁾. However, based on the case I have presented above, your decision to source Israeli produce is in direct contradiction to what you claim to stand for.

Please consider the impact of your product sourcing decisions on these critical issues. As concerned customers (of which we are many), hope to see Asda take a firm stance in alignment with ethical and moral principles. We welcome the opportunity to discuss this further.

Yours Faithfully,

ORGANISATION

Email: ORGANISATION@gmail.com

References:

ORGANISATIONS LOGO (FOOTER)

1. <https://www.un.org/webcast/pdfs/SRES2334-2016.pdf>
2. <https://www.icj-cij.org/case/131>
3. <https://www.amnesty.org/en/latest/campaigns/2019/01/chapter-3-israeli-settlements-and-international-law/>
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