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GUIDANCE FOR IN STORE BOYCOTT ACTION

Some guidance / suggestions for groups doing in store action, covering 'Supermarket Sweeps' and 'Customer Announcements'.

1) Number of participants.

Good to have at least 6 , and preferably a few more.

2) Advance Planning.

1 or 2 activists to visit the supermarket in the 24 hours prior to the action to locate all the Israeli apartheid produce on sale , and inform others of which aisles the items are. All participants to meet 15- 20 minutes ahead of going into the supermarket to finalise action, and meeting away from the entrance. This is final coordination; it is important that we all know how it works, especially the 'Element of Surprise' angle.

3) Element of Surprise.

Currently we go into the supermarket in 1s and 2s so as not to draw attention to ourselves, and to reduce the chances of the store knowing what we're doing until we've removed all items. We also go in about a minute apart to allow each person/pair to take some of the offending items , before moving onto the next targeted product, and not queuing up together to remove the item. We want to appear like ordinary shoppers, but soon all the dates/ avocados/ mangos etc are removed as each person/pair takes some of the targeted product, then moves on until the shelves are stripped of the Israeli apartheid goods, and



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replaced with boycott leaflets/ stickers or a poster explaining that the specific product has been removed from sale (examples of these items are available for others to use). The poster will also encourage customers to buy the item from another country that isn't guilty of apartheid.

We did a supermarket sweep recently, where our enthusiasm to remove all the Israeli items quickly meant some pairs spending too long putting large numbers of the offending item into their trolley, and drawing attention from staff to ourselves. Having 2 or 3 trolleys, and potentially 6 members of the team, at a particular item is also not good, so if one pair is at that item, walk on by and come back to it. It's better for each trolley to go round 2 or 3 times, collecting a reasonable number of the products each time, rather than it being obvious that we're clearing the shelf as an organised group.

4) Hide the items or fill the trolley.

Some people prefer to hide the offending items, making them harder to find and therefore to sell, and some prefer to fill the trollies and leave them around the store, and/or use them to form a barrier when also making a customer announcement. Currently we hide the Sabra humus and other chilled items in another chilled area to avoid accusations of having spoiled the product, and making it unsellable - which could be deemed criminal damage. We might review this and become more disruptive.

5) Customer Announcement.

We have a script that groups are welcome to adapt/amend, but like the idea of reading a script so that it does sound like a customer announcement, and we don't go off script too much. We use a microphone and speaker or a megaphone, again so it sounds authentic. We now think it makes sense that the announcer plus one (video taker?) concentrate on the customer announcement, without participating in the supermarket sweep. This is their focus, and we don't want the announcer to have been caught up in conversation with security staff or managers before starting their



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announcement. We make sure the announcer is protected by 2 or 3 trolleys so that a staff member or security guard can't easily intervene. This just requires a little coordination to ensure the 'sweepers' have removed all the items and are ready support the announcer, and the video taker.

6) Dealing with annoyed staff or security guards.

Generally the staff stand back as they know we will leave after our announcement and having spoken to the manager and handed in a letter (sample copies available). Occasionally they try and stop us, or threaten to call the police. Chances of the police arriving in the next 2 hours is slim, and if they did arrive, explain that the supermarket is selling produce from the Occupied Palestinian Territories. The International Court of Justice ruled in July 2024 that Israel's occupation and annexation of Palestinian territory is illegal. We believe that could make the supermarket complicit with genocide and apartheid. The important thing is to be assertive and confident that you are in the right. Don't back down; let your outrage at what's happening in Gaza and the OPT make you bold. Ultimately they want you to leave, so indicate you will once you've spoken to the manager, and handed in your letter. In the unlikely circumstances of one of the group is being picked on, all the group should get involved so that getting us out of the supermarket is their objective.

7) Video your action.

Let Palestinians know, and inspire others, by recording your activism and sharing it on social media.

8) Individual action.

This guidance has concentrated on group action, but we encourage people to take lower level disruptive action each time they go into a supermarket. Always have 'Boycott Israeli Produce' stickers in your wallet or purse, and removing a



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few items and hiding them elsewhere in the store gives the constant message that customers will disrupt until the supermarket changes.

A second individual action is to take an Israeli product within your basket / trolley of shopping to the till, and make out you can't see which country it comes from (need your glasses or can't see where product is from). When you're told " Israel", make it clear you wouldn't buy anything from Israel and Why.

9) Future action.

We need to think about other ways we can be disruptive in supermarkets and how to up the ante.