

# Take Apartheid off the Menu! A European Day of Action Against Israeli Agricultural Produce Exporters –

**November 26, 2011**

Galeria Kaufhof (department store) at Berlin-Alexanderplatz was visited by BDS activists. With the slogans "Boycott Apartheid made in Israel" and „Viva Palestina" on their red t-shirts the activists called attention to the fact that Galeria Kaufhof profits from colonization, occupation and apartheid in Palestine / Israel by selling products of the companies **Ahava**, **Sodastream** and **Mehadrin**. For customers it is quite difficult to see this, because these products are not labeled correctly:

Products of Sodastream are labeled as "Made in Israel", although the main production facility is in Mishdor Edomim, the industrial zone of the Israeli colony of Ma'ale Adumim.

Mehadrin dates from the Jordan Valley in the occupied Palestinian territories are sold as Israeli products. The country of origin of the grapefruit brand "White grapefruit Jaffa" was completely suppressed.

Although prior to this action, the representative of the company Galeria Kaufhof have been informed about these misleadings, the head of this branch declared on demand that he didn't notice the wrong labeling, because "they receive the goods from the supplier this way, but he would check the facts ".

It remains to be seen whether Galeria Kaufhof will continue to profit from colonization, occupation and apartheid in Palestine / Israel.

[www.bds-kampagne.de](http://www.bds-kampagne.de)

<http://bds-kampagne.de/articles/2011/11/21/europaweiter-aktionstag-gegen-die-exporteure-israelischer-agrarprodukte/berlin/>