



UNJPPI

United Network for Justice and Peace
in Palestine and Israel

21 October 2021

General Mills Canada Corporation
1875 Buckhorn Gate
Suite 201
Mississauga, ON L4W 5N9

Dear Sir/Madam

The United Network of Justice and Peace in Palestine and Israel ('UNJPPI') is a grassroots network of United Church of Canada members and friends working for a just peace in Palestine/Israel. As our network name highlights, we firmly believe that justice for all who live within Israel and the occupied Palestinian territory ('oPt') is an essential prerequisite for a lasting peace there. While justice means more than compliance with law, it necessarily includes compliance with international humanitarian law.

Israel's occupation of the West Bank, East Jerusalem and Gaza, which began in 1967, is the longest military occupation of the modern era. As an occupying power, Israel has obligations under international humanitarian law, including the Fourth Geneva Convention. Article 49 of that convention prohibits an occupying power from transferring its own people into the occupied territory. Tragically, Israel has flagrantly violated this prohibition by moving up to 700,000 of its population into the West Bank and East Jerusalem.

As a corporation operating in many countries worldwide you will appreciate the importance of compliance with law. We would hope that General Mills would not want to countenance the blatant violation of laws the international community has adopted to promote peace and human rights. We know that growing numbers of Canadian consumers similarly do not want to support such violations and are deciding to boycott the product of such companies.

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The United Nations Human Rights Office has listed General Mills on a [database](#) of business enterprises operating in illegal Israeli settlements. This UN database categorizes General Mills as a company that exploits “natural resources [in occupied territory], in particular water and land, for business purposes.”

A number of respected human rights organizations, including Al Haq, have provided more specific information that some of your products, namely Pillsbury frozen baked goods, are produced in a factory in the [Atarot Industrial Zone](#), an illegal Israeli settlement in East Jerusalem.

UNJPPI supports non-violence. As an organization working for justice and peace for all people living in Israel and the oPt, we support Boycott, Divestment and Sanctions as an effective non-violent way to pressure Israel to end its violations of international humanitarian law.

To this end we are joining others – including the Palestinian Boycott movement, the American Friends Service Committee, Canadians for Justice and Peace in the Middle East and members of the Pillsbury family itself in calling for a boycott of Pillsbury products until your company stops doing business in illegal Israeli settlements.

We look forward to hearing that General Mills is discontinuing all its operations in the oPt. Please do let us know when that decision is made.

A handwritten signature in black ink, consisting of a large, sweeping loop on the left and a vertical line extending upwards from the center of the loop, ending in a horizontal stroke that extends to the right.

Chair,
UNJPPI