



B'nai B'rith International and B'nai B'rith Europe are highly disconcerted that the European Union has approved and will soon publish guidelines that European countries can use to label Israeli products produced over the pre-1967 lines. The resolution introducing the guidelines was passed by the European Parliament in September and is an affirmation of the discriminatory goals of the Boycott, Divestment and Sanctions (BDS) movement.

This latest anti-Israel measure rewards the Palestinians for their refusal to engage in constructive dialogue with Israel and puts off the possibility of resolution on this issue. It also encourages and reinforces the Palestinian narrative at a dire time when anti-Semitic incitement is thriving and there have been more than 60 knife, gun and car attacks on Israeli Jews.

The European Union would better spend its time encouraging Palestinians to get to the negotiating table, as these guidelines only prolong the process, rather than resolve it.

Also at play with this issue are the intellectual dishonesty and highly questionable intentions behind this decision. There are many other disputed regions in the world, but there is no movement to label products—making the double standard of this move apparent.