

Statement in support of a boycott of Pillsbury

September 2021



The United Church of Christ supports the boycott of Pillsbury, opposing the presence of Pillsbury’s factory in the Atarot Industrial Zone, in East Jerusalem. Pillsbury’s parent company, General Mills, operates the factory, which is owned by the Israeli food company, Shalgol, manufacturing frozen foods exclusively for Pillsbury. The factory is located in a settlement area, Palestinian land occupied by Israel – illegal under international law. The UCC participates in the “No Dough for Occupation” campaign precisely because of that violation of international law, our opposition to the settler colonialism it represents, and because of our commitment to human rights, justice, and the end of Israel occupation.

The UCC is connected to the land called holy for our two-millennium faith history there; our two-century mission history in the Middle East, including Israel and Palestine; our relationships with Palestinian Christian churches, agencies, and community; and for our commitment to peace with justice. We advocate for a peaceful resolution to the conflict, the equal rights of the Palestinian people, the consistent application of international law and conventions, and justice for all.

Palestinian Christian partners have encouraged calls on the global community to a “commercial boycott of everything produced by the occupation” understanding this approach as part of “the logic of peaceful resistance” to “be carried out with courage to put an end to the existing evil.”

In 2005, the UCC adopted a policy that called for the use of economic measures to promote peace in Israel/Palestine, including “challenging the practices of corporations that gain from the continuation of the conflict.” We reaffirmed that approach in 2015, in calling to “boycott goods identified as produced in or using the facilities of illegal settlements located in the occupied Palestinian territories... and for such boycotts to end when these companies cease operations in the illegal settlements.”

We fully support General Mills’ human rights policy, which states, “We believe that societies, economies and businesses thrive when human rights are protected and respected,” and implore General Mills to live up to the standard it proclaims.

Charles Pillsbury, great-grandson of Pillsbury founder, Charles A. Pillsbury, is a member of a UCC church in New Haven, CT, and supports the boycott along with other family members, [writing in an April 2021 statement](#), “As long as General Mills continues to profit from the dispossession and suffering of the Palestinian people, we will not buy any Pillsbury products. We call on General Mills to stop doing business on occupied land. And we call on all people of good conscience and all socially responsible organizations across the globe to join in boycotting Pillsbury products until General Mills stops this illegal and immoral practice.”

As people of faith who seek to live out responsible stewardship of our resources in our purchases, we urge Pillsbury’s current owners to hear the cries of Palestinians seeking their rights, and cease to put profit above principle.

All media inquiries should be directed to Connie Larkman at larkmanc@ucc.org.