

Bennett Cohen and Jerry Greenfield, the founders of Ben & Jerry's ice cream, stated that while they are “supporters of the State of Israel,” they back the company’s decision to stop selling product to Jewish settlements in the West Bank.

“It’s possible to support Israel and oppose some of its policies, just as we’ve opposed policies of the US government,” Cohen and Greenfield wrote in The New York Times. “As such, we unequivocally support the decision of the company to end business in the occupied territories, which the international community, including the United Nations, has deemed an illegal occupation.”

The two further claimed that halting sales does not constitute a boycott of Israel, and that the action is not an endorsement of the controversial Boycott, Divestment and Sanctions (BDS) movement. Meanwhile, they argued that they are “proud Jews” and that Israel was one of the corporation’s first overseas markets.

Ben & Jerry’s founders added that last week’s announcement was “one of the most important decisions the company has made in its 43-year history.”