

How This Company Is Using Love to Fight Anti-Israel Hatred

Today, there are many American and international organizations dedicated to supporting the state of Israel and raising awareness around the struggles that the young country faces. Some of these struggles stem from international pressure placed upon Israel by the United Nations, who are aimed at criminalizing Israel and whose sole focus is alienating Israel culturally and financially, from the rest of the world.

The Boycott, Divestment and Sanctions movement, also known as BDS, has become very popular among more liberal and left-leaning circles, especially in Western countries such as the United States.

In response to the increase in anti-Israel bias in the media, the UN and among BDS sympathizers, Israel's supporters have become more vocal. Republican and Democratic legislators alike have begun passing laws opposing BDS in their jurisdictions. To date, at least 22 states in America have passed anti-BDS legislation.

In addition to legislative action, there is another form of pro-Israel advocacy that has been garnering support from the international community. This form of advocacy bypasses the BDS movement through the purchase of Israeli products. While creating legislative measures and debating pro-Palestinian factions is essential for those wishing to end a pro-Palestinian agenda, purchasing products from the very targets of the BDS movement undermines the very efforts of BDS and provides immediate financial relief to those whom the BDS movement seeks to isolate and harm.

One organization in particular has created a channel to

connect pro-Israel advocates and supporters with Israeli vendors. Lev Haolam is a company that markets products produced by families and small business that have been the target of the BDS movement and factions of the international community that support anti-Israel initiatives. Currently, Lev Haolam is the largest purchaser of goods produced in Judea and Samaria. As Lev Haolam's founder Nati Rom, a resident of Samaria, says about his company, "If they boycott, we will just buy more. If they spread hate, we will spread love."

Subscribers of the Lev Haolam Monthly Package Project receive a package filled with the beautiful blessings of the holy land – products produced by families and small business located in Judea and Samaria, the heartland of Israel. In addition to a wide range of products that come in the monthly packages, some of the seven biblical blessings of Israel are often featured in packages. These products include honey and honey based foods and products produced from the seven native species: wheat, barley, grapes, figs, pomegranates, oil (from olives) and honey (from dates).

In commenting on her appreciation for Lev Haolam's subscribers, Shimrit Foychtvanger (a supplier located in Judea) said, "I know that this is not just a sale. I feel a special happiness since there is a connection that is created between Lev Haolam partners and us. I feel that there is an appreciation and a backing; that there are people that appreciate what we are doing."

For Jo Zander (Judea), a former resident of New Jersey and chocolatier, Lev Haolam proved to be the opportunity for his chocolate business, Holy Cacao, to reach an American audience. "The part that's been really great for us is that people in America have become aware of our chocolate. I always ask them, how is it that you even know about our chocolates and they say, we get it in the gift basket from Lev Haolam," says Jo.

Nati Rom established lev Haolam in the community of Shvut

Rachel, in 2012. Lev Haolam continues fighting the BDS movement through the Monthly Package Project and through pro-Israel rallies organized across the globe.

Since its inception, Lev Haolam has established a large international following and continues to attract new subscribers to its Monthly Package Project. You can learn more about Lev Haolam by visiting its website, www.levhaolam.org. You can also reach a Lev Haolam representative by sending them an email, at support@levhaolam.org or by calling their Jerusalem number 02-645-5424 (office hours are 10 a.m. – 6 p.m. Sunday – Thursday, Israel time).