

Costco Israeli Products Divestment Campaign

"Consumers have the power to demand change".

Engagement Guide



Consumers Against Genocide

PEOPLE BEFORE PROFIT

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Who Are We?

We are "**Consumers Against Genocide (CAG)**," a group of concerned Canadian consumers dedicated to ensuring that our consumer spending does not support businesses that violate human rights, and is online with our Canadian values.

We are taking on the individual responsibility that governments have not, by calling on businesses that we support with our spending to sever ties with suppliers who contribute to the suffering and killing of innocent people.

On August 22, 2025, Several UN agencies including FAO, UNICIF, and WHO affirmed that [famine conditions exist in Gaza](#) affecting over half a million people ([source 7](#)). This famine is man made.

On September 1, 2025 the International Association of Genocide Scholars (IAGS) adopted a resolution declaring that [Israel's policies and actions in Gaza meet the legal definition of genocide](#) under Article II of the 1948 UN Genocide Convention ([source 8](#)).

On July 19, 2024, the [International Court of Justice \(ICJ\) advisory ruling](#) stated that the Israeli occupation of the Palestinian Territories is unlawful and violates international law ([source 1](#)), and on November 24, 2024, the International Criminal Court (ICC) issued [warrants of arrest](#) for Mr Benjamin Netanyahu, Israel's prime minister, and Mr Yoav Gallant, Israel's former minister of defence, for crimes against humanity and war crimes ([source 2](#)).

We are committed to advocating for ethical business practices and holding businesses accountable for their role in perpetuating violations of human rights. Consumers have the power to demand change.

CAG's Mission

Our mission is to demand that companies prioritize people over profit by changing their sourcing practices and ceasing to support suppliers involved in illegal activities. We are committed to providing information, raising awareness, and offering calls to action to encourage individuals to exercise their purchasing power. By refusing to be complicit, we aim to create a future where businesses prioritize justice, ethics, human dignity, and rights over profits.

Who are we targeting and why?

The CAG team searched for a retailer with a significant commitment to ethical practices, considerable market presence and influence. Costco was chosen as a target.

Costco is trusted by families from diverse backgrounds for its affordability, high-quality products, and commitment to ethical values. Its status as a household name makes it a primary shopping destination across communities, giving this campaign a broad reach.

Costco has a history of making principled decisions, as highlighted in its [stance against the anti-DEI \(Diversity, Equity, Inclusion\) movement](#), reaffirming its commitment to ethical leadership ([source 3](#)). This campaign leverages Costco's influential position in the retail sector to encourage systemic change that aligns with its stated values. Targeting such a significant

retailer can inspire other companies to follow suit, creating ripple effects for justice and accountability across the industry.

About Costco Business

- Costco Wholesale Corporation operates as one of the world's largest membership-based retailers, with over 800 warehouses and millions of members worldwide.
- The company is known for its ethical branding and a commitment to providing high-quality products while maintaining sustainability and fairness in its supply chains.
- Costco has consistently ranked as a leader in customer satisfaction and corporate responsibility, cementing its reputation as a trusted retailer.

Strategic Value in Targeting Costco

- **Influence in the Retail Sector:** Costco is a leader in the industry, setting trends that other retailers follow. A policy shift at Costco could encourage similar changes in competitors.
- **Consumer Trust:** Costco's reputation for ethical decision-making strengthens the likelihood that public pressure will resonate with the company and its leadership.
- **Setting a landmark precedent:** Succeeding in changing Costco's sourcing practices will trigger similar behaviour from other retailers.
- **We can make our local Costco warehouse better and more ethical.**

Costco's current practices

Costco's current practices include in-store and online offerings of products from Israel, such as Dates, Oranges, Grapefruit, Persimmons, Pomegranates, Keter products, and Silk'n products. The list of Israeli products varies across store locations, seasons, and suppliers.

Costco's commitment to human rights

Costco has a comprehensive [human rights policy \(source 5\)](#) that covers its responsibilities towards employees, suppliers, workers in its supply chains, and the communities in which it operates. Costco has committed to respecting and protecting the human rights, safety and dignity of the people who contribute to the success of its business.

This is outlined in the [Human Rights Statement \(source 6\)](#):

- The statement says *"This Human Rights Statement outlines our commitment to respect human rights in our business, including in our relationships with our employees, suppliers, workers in our supply chains, and the communities in which we operate."*
- The statement is informed by the following four internationally recognized human rights standards:
 - The International Bill of Human Rights.

- Organisation for Economic Co-operation and Development Guidelines for Multinational Enterprises.
- International Labour Organization Declaration on Fundamental Principles and Rights at Work.
- United Nations Guiding Principles (UNGPs) on Business and Human Rights
- Salient Human Rights Risks included “*Concerns to Indigenous Peoples’ and Community Land Rights*”

Campaign Demands

1. **Remove Products from Inventory:** Pull all products linked to Israeli suppliers from in-store and online platforms, with clear public communication about this decision.
2. **Cancel Existing Contracts:** Terminate contracts with suppliers in Israel or those supporting its operations, effective immediately or at the next contract renewal period.
3. **Conduct a Comprehensive Review:** Identify all products and suppliers connected to Israel, particularly those operating in regions under scrutiny for human rights violations. (Do we want to include a specific product, as it will be different from region to region?)

What do I do if I face pushback or a response of “Neutrality”?

On the Costco website, the following statement is listed under [our values](#) ([source 4](#)). (*The size of the font is Costco’s and not our own.*)

“Do the right thing. *Since our founding, Costco has operated under the guiding principle of doing the right thing – for our members, our employees, our suppliers, our communities, and the environment. We understand that when we do the right thing, good things happen”.*

This claim reflects Costco’s belief in making the right choices and decisions.

By holding Costco to its standards and encouraging it to “Do the Right Thing”, we emphasize alignment between its publicly stated values and its business practices.

The response of “neutrality” contradicts its values. We are asking Costco to live up to their proclamations, and not something that we are introducing.

What can I do?

As a local group or non-profit organization

- Engage your community, promote the campaign and share its resources.
- Encourage people to host local events, present campaign goals and phases, and explain how they can participate.
- Include templates for event planning, posters, or flyers.
- Ensure you share the campaign rules of engagement.

Social Media Toolkit

- Tweet @Costco about why they continue to sell products from Israel while stating that they “Do the Right Thing.”
 - Comment on our posts and tag @ Costco
 - Use the #Hashtags:
 - #CAG
 - #Consumers Against Genocide
 -
 - #CostcoDoTheRightThing
 - #NospendingforGenocide
- Provide ready-to-use hashtags, post examples, graphics, and talking points.
- Explain how to amplify messages via personal and group networks. As an individual
- Write a letter to Costco management in support of the campaign.
- Promote and encourage others to join the campaign.
- **Online Actions:** Follow and share the campaign social media posts, send emails, submit product feedback online, and sign petitions
- **Local Store Actions:**
 - Call your local Costco store and request to speak to a manager ([Script here](#))
 - Take a product sourced or made in Israel, and bring it to the cashier, and inquire with the cashier why the store is selling products from a country engaged in Genocide.
 - Fill out a feedback form in a Costco store.
 - Ask to speak to a manager in the store (store manager and not a supervisor)

I want this sections to reflect the 5 stages of the “the campaign plan” “RO”223344

Impact of Collective Action

- Individuals and groups of consumers have the power to influence business behaviour.
- Businesses will respond to widespread collective action by consumers.
- A successful example of consumers influencing businesses' behaviour:

- Some Canadians took to Twitter recently, vowing to boycott Heinz ketchup after Loblaws announced it would stop selling competitor French's, which is made with Ontario-grown tomatoes.
- Angry Canadian consumers boycott US products in response to the U.S. tariffs.

Campaign Rules of Engagement

- The campaign uses the Costco member voice and will operate within the boundaries of the membership contract to avoid legal challenges.
- The campaign is centred around Costco's existing ethical business practices and commitment to human rights. Also, it operates within the boundaries of the retailer-membership relationship. Avoid political opinions.
- Costco cannot go after individual members who refuse to buy certain products.
- Costco may sue organizations for damage to its brand. Therefore, the individual influence and voice should be used.
- Avoid using Costco's branded materials, copyrighted material, and trademarks (such as logos, slogans, colours, fonts, etc.).

Resources

- Add links to further reading, partner organizations, legal documents (like the ICJ ruling), and any other helpful information. (What else do we want to include- other than social media accounts and website?)

Feedback and Contact

- Share experiences or contact us for support consumersag@proton.me
- How to support the campaign (form needed for website)

Thank You Page

References

1. ICJ Summary of the Advisory Opinion of 19 July 2024: [Legal Consequences arising from the Policies and Practices of Israel in the Occupied Palestinian Territory, including East Jerusalem.](#)
2. ICC Press Release: 21 November 2024: [Situation in the State of Palestine: ICC Pre-Trial Chamber I rejects the State of Israel's challenges to jurisdiction and issues warrants of arrest for Benjamin Netanyahu and Yoav Gallant](#)
3. Costco's position against the anti-DEI movement: <https://sustainabilitymag.com/articles/costco-stands-resolute-against-the-anti-dei-movement>
4. Costco's Core Value: [Do the Right Thing.](#)
5. [Costco's Commitment to Human Rights](#)
6. [Costco's Human Rights Statement](#)
7. [Gaza: Famine "irrefutably" confirmed, UN](#)
8. [Israel is committing genocide in Gaza, Scholars' Association](#)

Add sections to explain:

1- How contributing to the Israeli economy helps enabling the "Genocide"

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