



CAMPAIGN ENGAGEMENT GUIDE

Consumers Against Genocide

"Consumers have the power to drive change".

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1 | 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 are perpetrating a genocide in Gaza.

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.

2 | 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. By refusing to be complicit, we aim to create a future where businesses prioritize justice, ethics, human dignity, and rights over profits.

3 | The Genocide

Israel is currently engaged in human rights violations and killings of Palestinians in Gaza who have been under an illegal siege for 20 years. On September 16, the UN Independent International Commission of Inquiry (Human Rights Council) concluded that Israel has committed genocide in Gaza ([source 1](#)). The conclusion was further supported by the International Association of Genocide Scholars (IAGS) who adopted a resolution on September 1, 2025, 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 2](#)).

Israel has continued to exacerbate the situation with a man-made famine that has been confirmed by several UN agencies including FAO, UNICIF, and WHO ([source 3](#)).

4 | The Call for Action

The need of the hour is to stem the flow of our hard-earned money into funding genocide, and it is for this reason, we are calling on all businesses, using our consumer spending, to sever all ties with the perpetrator.

5 | Why Costco

We have particularly chosen Costco to start off our campaign with, given its significant commitment to ethical practices, considerable market presence and influence.

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 and we hope Costco will uphold their ethical code and value and stop sourcing from Israel that has been in clear violation of human rights.

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 4](#)). This campaign leverages Costco's influential position in the retail sector to encourage systemic change that aligns with its stated values.

“This is NOT a Campaign to Boycott Costco, this a pressure Campaign”

5.1 | Strategic Value in Choosing Costco

Costco's position as a retail leader makes it the pivotal choice for this ethical campaign. Its immense influence means that a shift in its sourcing policy would not be an isolated event, but a powerful signal, setting a new industry standard and compelling competitors to follow suit.

This potential for change is strengthened by the company's most valuable asset: its reputation for integrity. Public appeals for ethical action carry greater weight with Costco because they resonate with the very trust it has built with its members.

Ultimately, this is about holding the company to its own principles. By urging Costco to cease sourcing from a genocidal regime, we aim to align its global operations with its ethical code. A successful outcome would transform Costco into an organization we can support not just for its value, but for its values, making it a source of genuine pride for its members.

5.2 | Costco's Current Practices

Costco's current practices include stocking 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.

For the list of products, please refer to our website: <https://consumersagainstgenocide.com>

6 | 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](#)), which says

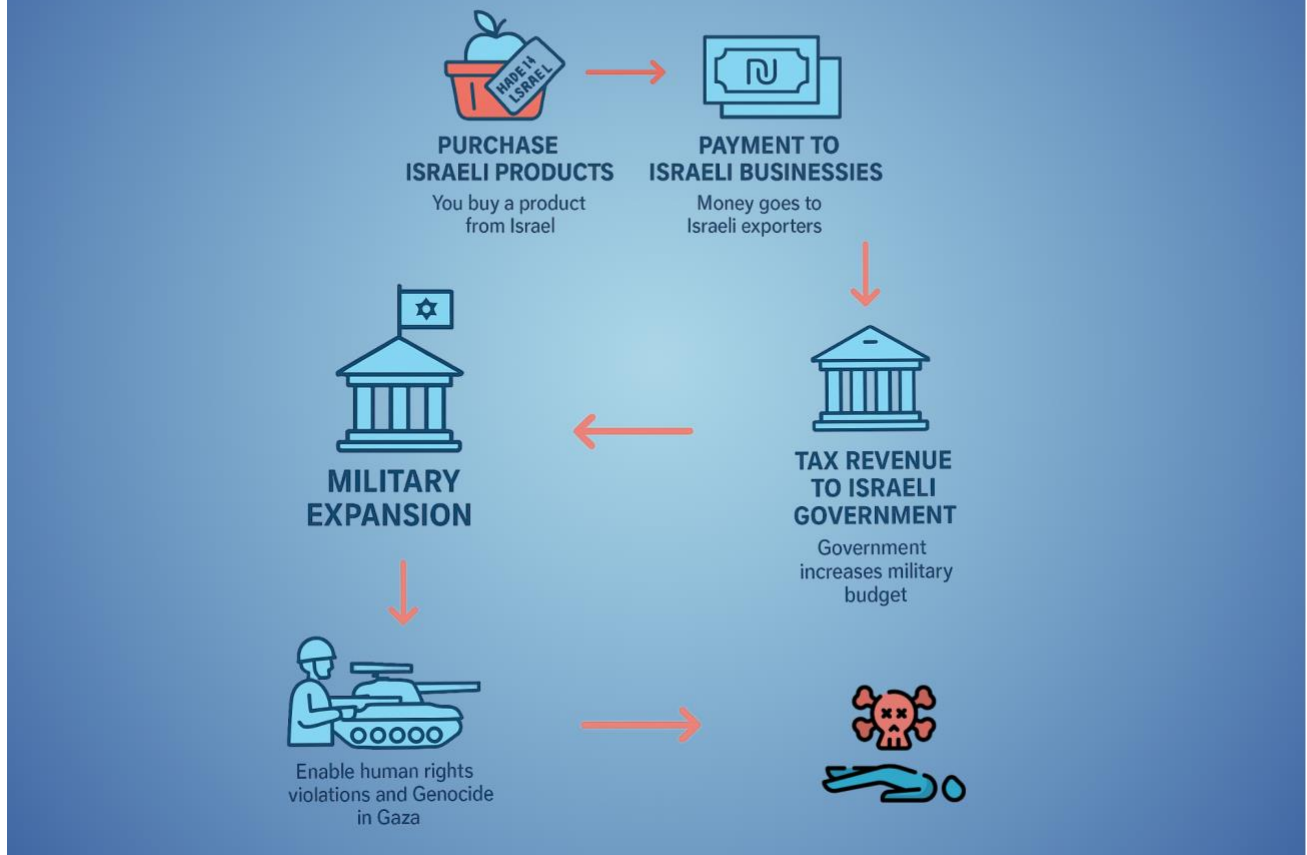
“This Human Rights Statement outlines our commitment to respect human rights in our business, including in our relationships with our employees, suppliers, workers in our supply chains, and the communities in which we operate.”

- The statement is informed by the following four internationally recognized human rights standards:
 - The International Bill of Human Rights.
 - Organization for Economic Co-operation and Development Guidelines for Multinational Enterprises.
 - International Labor 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”*

7 | The Fiscal Link: How Costco's Sourcing Indirectly Fuels the Genocide in Gaza

Purchasing goods sourced from Israeli settlements has a direct and documented financial link to the military operations in Gaza. These products are often subject to value-added tax (VAT) and other corporate taxes paid to the Israeli government. This state revenue is consolidated into a single treasury from which the Israeli military is funded as the largest budgetary expenditure. In the 2025 state budget, for example, the Israeli government approved a significant increase in defense spending, explicitly earmarking funds for its ongoing campaign in Gaza. Therefore, consumer spending on these goods indirectly contributes to the state's fiscal capacity, effectively subsidizing the very military forces that are found to be committing acts of genocide. This creates a direct supply chain of capital: from the consumer, through the state, and into military operations that have resulted in widespread devastation and loss of life in Gaza.

HOW BUYING ISRAELI PRODUCTS CAN HELP FUND THE GENOCIDE IN GAZA



8 | Campaign Demands

This is not a boycott campaign, this is simply a pressure campaign aimed at Costco to stop supporting Israeli economy which heavily contributes to the killing machine perpetrating a genocide in Gaza.

We have very clear 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.

9 | What can I do?

Our campaign roadmap is structured around five sequential milestones, each with a specific call to action. These phases will launch approximately 2-3 weeks apart to maintain momentum. The campaign will begin with a mass email campaign directed at Costco leadership, formally presenting our demands. Subsequent phases will escalate the pressure through creative, public-facing actions designed to hold Costco accountable to its own ethical code and ultimately transform it into a more principled organization.

- Visit our [website](#) and follow us on [Instagram](#) and Telegram
- Take part in the “ [Take Action](#)” journey on our website. (5 milestones)
- 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.

9.1 | 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 Loblaw's 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.

9.2 | 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 7](#)). (*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.

10 | 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.
- The campaign operates within the boundaries of the retailer-membership relationship, therefore, it is advised to avoid political opinions.
- 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.).

11 | Feedback and Contact

- Share experiences or contact us for support info@consumersagainstgenocide.com
- For Media and Press questions, please contact us on media@consumersagainstgenocide.com

12 | References

1. [Israel has committed genocide in the Gaza Strip, UN Commission of Inquiry finds - Question of Palestine](#)
2. [Israel is committing genocide in Gaza, Scholars’ Association](#)
3. [Gaza: Famine “irrefutably” confirmed, UN](#)
4. Costco’s position against the anti-DEI movement:
<https://sustainabilitymag.com/articles/costco-stands-resolute-against-the-anti-dei-movement>
5. [Costco’s Commitment to Human Rights](#)
6. [Costco’s Human Rights Statement](#)
7. Costco’s Core Value: [Do the Right Thing](#).

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