



BOYCOTT

the Products of Apartheid!

This is the appeal that black South Africans have made throughout the world as the most simple and effective way in which we can all contribute to the cause of freedom in Southern Africa.

The system of apartheid has been universally condemned. The United Nations, the organisation representing all the world's governments, has described it as 'a crime against humanity'. Black people in South Africa are denied by the State the right to vote, the right to live where they want, freedom of speech — conditions which nobody could imagine existing in this country. And yet peaceful change has been rejected by the South African authorities at every turn.

Why Boycott?

- ★ The black workers who produce the goods you see in the shops and supermarkets live in conditions of semi-slavery and are paid starvation wages. They have far less to lose in the short-term than the whites who employ them and far more to gain in the long run.
- ★ The boycott will deny economic support to the South African government which desperately needs foreign exchange to buy arms, fuel and other resources in order to maintain the apartheid system and to expand its war machine. Every time you buy a South African product it constitutes "another brick in the wall of our existence" according to a former South African Prime Minister.
- ★ The leaders of the black people have appealed to the outside world to boycott South African goods. This call was first made by Chief Albert Lutuli, leader of the African National Congress, in 1959. It has been taken up by trade unions and all the major legal anti-apartheid organisations within South Africa and most recently by the United Democratic Front. In August 1985 a poll by Gallup's South African subsidiary found that 77% of urban black South Africans support international sanctions against apartheid.
- ★ Because it *will* work. If anything is to encourage peaceful evolution rather than bloody revolution in South Africa it will be economic pressure. In the last year black boycotts of white shops in South Africa have sent white shopkeepers and top businessmen running to the government to ask for major reforms.

Ask Sainsbury's to Join the Boycott!

Why Sainsbury's?

The Anti-Apartheid Movement is asking *all* shops — supermarkets, corner shops, market traders — to stop selling South African goods.

Last year Sainsbury's became the first major chain (apart from the Co-op) to make any acknowledgement of the pressure for a boycott. It said it would

- ☆ make sure South African produce was "fully and clearly labelled"
- ☆ seek alternative sources of supply "so that a wider choice may be offered"
- ☆ review its stocking policy if sales of South African goods showed "a significant decline".

Since Sainsbury's made its statement four major retail chains — British Home Stores, Littlewoods, Asda and Harris Queensway — have joined the Co-op in announcing that they will no longer stock South African goods.

If they can do it, why can't Sainsbury's?

Sainsbury's says

Sainsbury's says that it cannot adopt "a political standpoint" and that it believes it is wrong to make moral decisions on behalf of its customers.

We believe that Sainsbury's *does* have a responsibility — it can't just pass the buck to its customers. As one of Britain's biggest food retailers Sainsbury's has real power. At present it is using that purchasing power to support the apartheid regime. And it is making money from its dealings with South Africa. Sainsbury's is profiting from the starvation wages paid to South African agricultural and other workers.

Sainsbury's also says that some South African products would be hard to replace. We say that how it replaces South African goods is up to Sainsbury's — but with the whole world to choose from we think that at least it could try.

The Sainsbury's stores in West London stock large quantities of South African tinned fruit, raisins, sherry and fresh fruit (currently lychees and nectarines).

We are asking you to

- ★ boycott these and all other South African goods
- ★ write to Sainsbury's — or go to see the manager — to ask it to stop supporting apartheid and to ban all South African produce from its stores.