



DON'T BUY

TESCO'S

APARTHEID

GOODS

Boycott the Products of Apartheid

"Every South African product bought overseas is another brick in the wall of apartheid." John Vorster, SA Prime Minister 1966–78.

Black leaders in South Africa and Namibia have repeatedly called for the boycott of South African and Namibian goods. Jailed ANC leader Nelson Mandela explains:
"Every effort to isolate South Africa adds strength to our struggle."

By not buying apartheid produce you will be joining with the millions of people throughout the world who boycott South Africa because they reject racism and apartheid.

Will the boycott hurt black people?

An African father explains:

"It was five years ago when I first got the explanation that sanctions would hurt blacks. I wish they had hurt me then, so my son wouldn't be hurting so much now." (New York Times 2.4.85)

Boycotting Apartheid? Target Tesco's!

Other shops and major grocery chains, eg the Co-op, Littlewoods, John Menzies, Kwiksave, Hornes, don't sell apartheid goods. Why not **Tesco**?

Tesco's claim:

- that none of their "own-label" goods come from South Africa. This is not so. Tinned own-label pineapple slices are still on sale.
- only to stock South African products when there is no alternative product of similar quality. Again, this is not so. **Tesco** sell over a dozen canned lines of apartheid produce and have alternatives for all of them.

Public pressure has already forced **Tesco** to ban South African products from the shelves in two of their stores. Why won't **Tesco** boycott apartheid products in all their stores?

What you can do

- **Don't buy** South African or Namibian goods. **Tesco** maintain they clearly mark all South African goods. **Check the label.** Be particularly careful to avoid tinned goods (apples, peaches, pears, guavas, pineapples, plums, oranges etc) and fresh fruit – especially Outspan oranges, avocados and all Cape fruit.
- **Urge** the manager of your local **Tesco** to clear all apartheid produce from the shelves. Do it in writing and in person.
- **Tell** Tesco Head Office (*Mr I C MacLaurin, Tesco House, PO Box 18, Delamare Road, Cheshunt, Waltham Cross, Herts EN8 9SL, tel 0992 32222*) to stop ordering and stocking apartheid produce.
- **Write** to the local paper and to your MP and local councillors expressing your views and seeking their support.

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- I want to help the fight against apartheid. My donation is for £ _____
- I would like more information
- I would like to join the AAM (waged £10, joint membership £13, unwaged £4.50, students £6. Cheques etc payable to AAM please. I enclose membership fee of £ _____

Name _____ Address _____

Return to: Anti-Apartheid Movement, 13 Mandela Street, London NW1 0DW 01-387 7966 