

Ben & Jerry's new motto: "hate, strife, and boycotts"

by Lev Tsitrin



Ben & Jerry's motto "Love, peace, and ice-cream" is so passe in our age of outrage, whether real or imagined (I say "imagined" because the tragedies that inflamed the BLM movement – the deaths of Eric Garner, Breonna Taylor and George Floyd, have [https://en.wikipedia.org/wiki/Palestine_\(region\)](https://en.wikipedia.org/wiki/Palestine_(region)) but it was pronounced a lying, manufactured history, too: by citing Wikipedia I engaged in Israeli propaganda. I asked the respondent if it were possible that he projected on me his own mindset, and that whenever he saw a fact that supported the Jewish position he automatically filtered it out, simply because he bore the Jews ill will; to that he did not reply. I

guess while we prefer to believe that antisemitism is but an unfortunate byproduct of ignorance, in fact the opposite is often true, wilful ignorance being a deliberate, consciously-cultivated product of antisemitism.

Needless to say, to an ideologue the Big Truth is his espoused ideology, the Big Lie is the facts that contradict it. There is a certain logic to it: if the ideology is inherently right, then the facts that counter it must of necessity be wrong, and therefore, be expunged from the record. This is how all ideology-based regimes – Communism, or Nazism, or Islamism operate. In a Western empiricist's mind, the facts are primary; they are the building blocks of the systemic view of the world. A fact that was disproved calls for rethinking the validity of the system. It is the exact opposite to the ideologue's mind (it that which does not think can be called "a mind"): "rethinking" the doctrine is unthinkable; a fact that contradicts it is no fact, and must be ignored (hence, the constant suppression of the opposing voices. I still remember my father sitting on a low stool in front of his huge lamp radio set patiently turning the tune button in a hope of finding a gap in the maddeningly relentless monotonous hum that was jamming the Voice of America.) It being the Big Truth that the innocent, native Palestinians are the victims of foreign imperialist Jews, no amount of evidence to the contrary can shake it. Historical record and archaeological evidence are but parts of the Big Lie.

This is apparently how the Ben & Jerry's board sees the matters. Though businessmen by profession, its members are "progressive" ideologues by avocation, so facts be damned. The avocation prevailed over the business sense, Ben & Jerry's joining the "progressive," anti-Israel crowd. Its policy (if there was any rational policy to it at all rather than a purely emotional, ignorant, ideological antisemitic urge), is I think best summarized by contemptuous reference to the Soviet eagerness to conform which I heard, more than once from

my grandfather quoting a backwoods Buelorussian saying (I replaced in my translation its racy moniker for the part of anatomy it references with an official medical term): “everyone heads into the rectum, so I will head into the rectum, too.”

Ben & Jerry’s is of course free to head wherever they want, but we will not join them. That place, filled by “progressives” of all stripes, is claustrophobic and stinky; and the companion groups, like the BDS-supporting academics, are but noisy ignoramuses, and miserable companions. We will continue to strive for “love, peace, and ice-cream” – though not of Ben & Jerry’s variety, this latter being filled with hate, strife, and boycotts – hardly the best ingredients of enjoyable life.