

## **AMERICAN QUALITY PRODUCTS SUPPORTS INITIATIVES TO FOSTER PEACE**

### **The Middle East Entrepreneurs of Tomorrow (“MEET”)**

A program conducted together with the Massachusetts Institute of Technology to educate Israeli and Palestinian high-school student entrepreneurs and teach them computer science, entrepreneurship, and innovative leadership skills over a three-year period. When the U.S. government halted aid payments that MEET relied upon, jeopardizing the program’s viability, AQP arranged for B&J to donate \$100,000 to MEET to ensure the program’s continuity. In addition to funding, AQP developed programming for MEET using his B&J’s business as a case study, and AQP became a highlight of the MEET program. AQP participation, however, came to an abrupt end in July 2021, when Unilever announced it was terminating the License Agreement.

### **“Fruits of Peace”**

A project initiated by AQP to strengthen economic cooperation between Israelis and Palestinians by developing new Ben & Jerry’s ice cream flavors using ingredients sourced from Palestinian farmers in the Areas. AQP worked with USAID, the Israeli government, and non-profit peace organizations to identify and connect with Palestinian farmers. AQP developed a “Fruits of Peace” ice cream flavor (“Creamy Fig Ice Cream with Dates”) and had artists design the packaging. Then, the Palestinian partners abruptly stopped communicating with AQP due to BDS, anti-normalization pressure. As a result, the “Fruits of Peace” project shut down.

### **“Seeds of Peace”**

An organization that promotes co-existence between Israeli and Palestinian students.

### **The Global Learning and Observations to Benefit the Environment (“GLOBE”) Program**

A worldwide, hands-on, primary and secondary school science and education program sponsored by the U.S. Government and NASA that works with Muslim, Christian and Jewish children.

### **Kids4Peace**

A global movement of Jewish, Christian, and Muslim youth dedicated to ending conflict and inspiring hope in divided societies around the world. Kids4Peace operates five international summer camps and a six-year, year-round program for Palestinian, Israeli and North American youth.

### **Jordan River Village**

An overnight camp and retreat center in the Middle East for seriously ill children of all ethnic and religious backgrounds (including Jewish Israelis, Israeli Arabs, and Palestinians).

### **The Ethiopian National Project (“ENP”)**

An organization that assists Ethiopian youth in Israel.