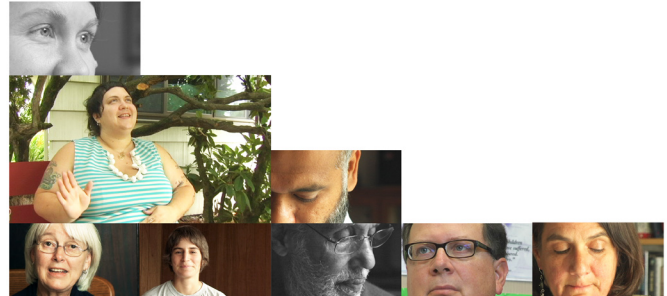


On July 15, 2010, the Olympia Food Co-op became the **first grocery store in the United States** to boycott Israeli products, and to join the global BDS movement for Palestinian justice. The board of directors made the consensus decision with encouragement from member activists.

**Challenging Power** is a series of reflections on the decision to boycott, its significance, and the role it plays in the process of social change.



# challenging power.

## the director.

Johan Genberg is a filmmaker, activist, and founder of TrickleUp Films. His debut was the feature documentary **From the Edge of the Blade** (2008), about a teachers' uprising in Oaxaca, Mexico.

## the facts.

Length | 18 min  
Genre | Documentary  
Language | English  
Production Country | USA  
Production Year | 2011



## the credits.

Filmed, Edited & Directed By | Johan Genberg  
Colour & Production Design | David Parsons  
Sound | Johan Genberg  
Music | Nomy Lamm, Xperience  
Photography | David Parsons, Emily Weisberg, Kyle Merrit Ludowitz, Active Stills  
Produced By | TrickleUp Films

## contact.

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