

This antisemitic political ad for El-Sayed could incite violence against Jews

Every candidate should condemn an ad that scapegoats Israel for Americans' grocery bills and healthcare costs.

[Carly Pildis](#) October 27, 2026



Michigan Democrat senatorial candidate Abdul El-Sayed in Grand Rapids, Michigan on Sunday. Photo by JEFF KOWALSKY / AFP via Getty Images

Israel did not cause high grocery prices in America.

Israel is not the reason you don't have free universal healthcare.

But [a new political ad from Rebellion PAC](#) depicts struggling young parents grocery shopping in Michigan and putting back a dozen eggs because of U.S. military aid to Israel, saying they can no longer afford basics like bananas because they are funding healthcare in Israel. The ad ends by saying Republican Senate candidate Mike Rogers is for "them" — Democratic candidate Abdul El-Sayed is for you.

Rebellion PAC, an independent entity that legally cannot coordinate with campaigns or parties, is proudly promoting a political ad that is deeply misleading, inflammatory and dangerous for American Jews. The ad uses classic tropes blaming Jews for economic and social woes, the same propaganda used historically by antisemitic regimes in Nazi Germany and the USSR. The target in this ad is the Jewish state, but the familiar subtext remains: your family is suffering because Jews are taking your money.

This would be antisemitic in any context, but in the current climate it is wildly irresponsible. American Jewish communities are facing unprecedented domestic terror threats and a historic crisis in antisemitism.

In Michigan, where this ad is aimed at voters who may decide control of the U.S. Senate, an armed domestic terrorist drove a car packed with improvised explosives into Temple Israel. The intent was a mass casualty event aimed at killing as many Jews as possible, including the children in the preschool. Brave security team members stopped the attack, but the attacker was only a few feet from perpetrating what could have been the deadliest terror attack on U.S. children since Oklahoma City.

American Jews make up only 2% of the population, but according to the [FBI](#), Jews made up [63% of religion-based](#) U.S. hate crimes in 2025 — and roughly 14% of all reported hate crimes.

Every candidate across the spectrum, including El-Sayed and Rogers, should disavow and condemn the dangerous rhetoric in this ad. This ad takes real problems — the exploding cost of groceries and healthcare — and blames them on Israel. This is classic antisemitic propaganda.

El-Sayed's campaign distanced itself from the ad without condemning its content.

"This ad is not affiliated in any way with the Abdul for Senate campaign," El-Sayed campaign spokesperson Roxie Richner said in an [emailed statement](#). "Abdul is focused on pushing back against Trump's agenda that is raising prices for Michiganders. No one speaks for Abdul but himself and his campaign."

It's worth noting that the El-Sayed campaign did not disavow the content of the ad and only issued a statement via email. El-Sayed himself did not issue a public stance on social media or criticize the inflammatory and dangerous content of the ad. His response is wholly inadequate—it does nothing to confront the antisemitism in the ad, it simply points out his campaign did not make it.

Contrast this with his former opponent, [Rep. Haley Stevens](#), who lambasted the ad on X, stating, "This type of fearmongering about Israel is wrong." she went on to say, "Do we need

to lower costs by building more homes, securing people's health care, and creating a fairer federal tax code? Yes, we do!! How we do so is not by blaming the high costs of our goods on the only Jewish homeland in the world.”

El-Sayed should unequivocally condemn this ad and its content, not just distance himself from it. Every candidate should stand firmly against antisemitic rhetoric in electoral politics.

When bad actors tell people their economic problems are caused by Israel, it inevitably creates a dangerous situation for Jewish Americans. Though public opinion polls show falling support for the Jewish state, it's difficult for Americans to take those frustrations out on Israel directly, so local American Jews become a convenient target for their misplaced anger. This is exactly what happened in Michigan at Temple Israel. A Hezbollah sympathizer took his anger on Israel out on the local Jewish population.

Americans are facing real issues. But Israel is not the cause. Our grocery bills are higher for a variety of complex reasons. Grocery inflation started during the pandemic with disrupted supply chains. Production costs have risen. Russia's invasion of Ukraine raised global grain prices. Bird flu drove up the price of eggs. Tariffs have also impacted food prices.

In terms of healthcare, a [Nov. 2025 Gallup poll](#) found that 46% of Americans preferred a government-run healthcare system, while 48% preferred a system based mostly on private health insurance. Cutting or ending U.S. military aid to Israel would not change the fact that Americans are deeply divided on how we should address our healthcare systems' deep-seated problems. That would require American lawmakers to agree on and enact changes to how our own system is financed and organized. This is an issue of political philosophy — not lack of funds. Israel is not preventing the U.S. from organizing or financing our own healthcare system. Ending military aid to Israel would neither reverse those food-price pressures nor establish universal healthcare. The ad offers struggling Americans a scapegoat for their hardships—and American Jews face the danger of being treated as that scapegoat's local representatives.

Rebellion PAC's co-founder and former Executive Director Brianna Wu decried the ad, stating, “I would have quit as executive director rather than produce this,” calling the ad “awful.” We should all follow her example.

Candidates, thought leaders and elected officials must all come together and condemn this dangerous and antisemitic ad. American Jews are already being discriminated against, attacked, and in severe cases, murdered by people who hold them responsible for Israel. Political leaders must reject rhetoric that puts an even larger target on our backs by turning us into scapegoats for America's economic struggles and healthcare failures.

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