

NATIONAL SUPERMARKET WEEK OF ACTION NOVEMBER 14-21, 2010



**This Thanksgiving, let's send a message to the supermarket industry:
NOW is the time for Fair Food!**

This Thanksgiving, with the recent historic agreements between the CIW and leading tomato growers, the vision of a more just and humane agricultural system is closer than ever to becoming a reality.

There's no doubt that change is underway. **But the rate, breadth, and depth of that change depends now more than ever on the buyers of Florida produce — from Publix to Ahold, Kroger to Trader Joe's, Quiznos, and Walmart.**

In the lead-up to Thanksgiving—one of the busiest times of the year for this country's supermarkets—you can do your part to help speed the day when all of Florida's farmworkers enjoy the fair wages, respect and dignity they deserve. **Take action this November 14-21!**

- **Deliver a Manager Letter**
- **Hold a picket/rally**
- **Hold an educational event**
- **Take part in the Supermarket Campaign E-Action**

For action ideas and resources – and to find a supermarket near you that is a current target of the Campaign for Fair Food – visit:

- <http://sfalliance.org>
- <http://sfalliance.org/supermarkets>
- <http://sfalliance.org/action.html>
- <http://ciw-online.org/tools.html>

Background: The day after Thanksgiving, 1960, the documentary *Harvest of Shame* – largely filmed in Florida and narrated by famed journalist Edward R. Murrow – shocked millions of Americans with its depiction of the daily degradation faced by the nations' migrant farmworkers.

Today, 50 years later, a movement for Fair Food is finally bringing fairer wages and more humane working conditions to Florida's fields thanks to a historic alliance of farmworkers, consumers, growers, and nine retail food industry leaders including McDonald's, Burger King, Whole Foods, Compass Group and Sodexo.

While the transition to a more just Florida tomato industry is well underway, much remains to be done to ensure this future.

By leveraging its high-volume purchasing power, the U.S. supermarket industry plays an active role in farmworker exploitation. And with the exception of Whole Foods, the \$550 billion supermarket industry has been slow to embrace the principles of Fair Food.

Publix, Ahold (parent company of Stop & Shop and Giant), Kroger, Trader Joe's and WalMart – which alone sells fully 25% of all food sold in US grocery stores – all pack a very heavy punch when it comes to their market power in the produce industry. And with great power comes great responsibility – both for the poverty and brutal working conditions from which they have profited for so many years, and for the work of reforming farm labor conditions in their supply chains that lies ahead.

The supermarket giants are the only thing standing between us and a future of respect for human rights in Florida's fields, between a food industry based on farm labor exploitation and degradation today and a more modern, more humane industry tomorrow. If we are to end Florida's decades-old Harvest of Shame, the supermarket giants must do their part.

This Thanksgiving season, remember farmworkers and honor the dignity of their labor by urging Publix, Stop & Shop, Giant, Kroger, Trader Joe's, Quiznos and Walmart to address the sub-poverty wages and human rights abuses faced by farmworkers who harvest their tomatoes.

Talking Points: Campaign for Fair Food

November 2010

Farmworker wages & working conditions

- There are at least 30,000 migrant farmworkers in Florida's \$500 million tomato industry, from which 95 percent of the nation's tomatoes come between October and June. Florida tomato pickers are among this country's most exploited workers.
- Tomato pickers often toil 10-12 hour days in grueling conditions and earn no benefits whatsoever. Like textile workers at the turn of the last century, tomato harvesters are still paid by the piece. The average piece rate today is 50 cents for every 32-lb bucket of tomatoes, a rate that has remained virtually stagnant for more than three decades. **At the current rate, a worker must pick more than 2 ¼ tons of tomatoes to earn minimum wage in a typical 10-hour workday—nearly twice the amount a worker had to pick to earn minimum wage 30 years ago.**
- If the 1980 piece rate of 40 cents per 32-lb bucket had simply kept up with inflation, it would equal \$1.06/bucket in 2010. Thus, **in real terms, per bucket, tomato pickers today actually earn about half of what they earned 30 years ago.**
- In the most extreme cases, workers are held against their will in situations of **modern-day slavery**. There have been nine farm labor servitude operations – involving well over one thousand workers in total – successfully prosecuted in Florida in the past dozen years.



More: <http://www.sfalliance.org/resources/10FactsFigures.pdf> & <http://www.ciw-online.org/slavery.html>

The Campaign for Fair Food reaches a critical tipping point; Supermarket industry lags behind

- The Campaign for Fair Food has reached a critical tipping point with the four largest fast-food companies (McDonald's, Yum Brands, Burger King, and Subway) and three largest foodservice providers (Compass Group, Aramark, and Sodexo) having signed Fair Food agreements with the CIW. Several Florida growers are now also participating.
- The transition to a more just Florida tomato industry, therefore, is well underway.
- The focus now falls squarely on the \$550 billion supermarket industry. It's time now for the major grocery chains to step up and bring their considerable purchasing power to the plate.
- If we are to end Florida's decades-old Harvest of Shame, the supermarket giants must do their part.

Pacific, Six L's agreements make it easier and more imperative than ever for supermarkets to support Fair Food

More on the Pacific & Six L's agreements at <http://ciw-online.org>

- The agreements established between the CIW and Pacific and Six L's – which will be put into practice during the current growing season – represent a significant step forward in the CIW's 15-year campaign for labor reforms in Florida's tomato industry. In total, there are now five Florida-based tomato growers – including three of the largest in the industry – working together with the CIW.
- Not only are the Pacific and Six L's accords the first formal agreements between the CIW and major tomato growers, but they also establish several practical systems designed to cooperatively implement the key principles of the Code of Conduct at the heart of the Campaign for Fair Food. Those principles and mechanisms include:



- A joint – and, when need be, external – complaint resolution system;
 - An accounting system to pay the extra 'penny-per-pound' to workers, with third-party auditing;
 - A participatory health and safety program;
 - A worker-to-worker education process aimed at insuring that farmworkers themselves are active participants in defending their own rights;
 - Access to shade and protective equipment in the fields;
 - Prohibition of sexual harassment of any kind;
 - Prohibition of firing (or threatening to fire) workers for defending their own rights under the Code.
- Under the agreements, harvesters could earn (if all major purchasers of tomatoes from a given grower participate in paying the extra penny-per-pound) **82 cents** for each 32-pound bucket they pick, up from an average of 50 cents per bucket;
 - The raise means their annual earnings could rise from about \$10,000 to about \$17,000.

While the participation of Pacific, Six L's, East Coast, and other growers in the Campaign for Fair Food means that we can at last see the light at the end of the tunnel in the decades-long struggle of farmworkers in this country for the full recognition of their dignity and humanity, we're not there yet.

The supermarket industry cannot continue to represent a segregated sector where recalcitrant growers can continue to sell their tomatoes, “no questions asked.”

- With every new supermarket and restaurant chain that joins the growing movement for Fair Food, wages for Florida tomato pickers on the participating farms will increase, and the purchasing power buttressing the new, more modern standards will grow:
- “Farmworkers might not get quite that much right away if all companies purchasing from Pacific Tomato Growers haven't agreed to pay a penny more per pound, but ultimately, that's the goal... 'Our dream is to have this raise and these workers' rights for all farmworkers,' [CIW member Leonel Perez] said. 'Now we are focusing on asking the supermarkets to collaborate with us... If [the supermarkets] would pay one penny more, more workers would be able to receive this raise.’”

(Source: <http://www.naplesnews.com/news/2010/oct/13/coalition-immokalee-workers-pacific-tomato-growers/>)

A Tomato Stew | Tomato buyers and growers have agreed to a surcharge to boost pickers' pay



Wall Street Journal

What they're saying about the Pacific and Six L's agreements...

- "For those who have followed CIW's decade-long fight to raise farmworkers' sub-poverty wages and remedy oppressive working conditions—including slavery—**this agreement marks the moment when a wall of denial maintained by the Florida agricultural industry came tumbling down...**

With this agreement, a new standard for social responsibility and accountability in Florida's tomato industry is set. There is no more room for denial, no more room for excuses. These two partners have finally opened the new chapter in Florida agricultural history that CIW has long been fighting for."

Source: <http://www.thenation.com/blog/155437/wall-comes-tumbling-down>

- "The [Pacific] agreement vindicates the patient, savvy strategy of the coalition."

Source: <http://bit.ly/CIWPacNPEditorial>

- "The landmark agreement is a testament to the perseverance of the coalition, which has spent years battling the near-solid resistance by growers to the group's reasonable demands...

The deal with PTG is a game-changer... The agreement and the good feelings expressed by both parties at the announcement signal a new era of cooperation."

Source: <http://www.tampabay.com/opinion/editorials/victory-long-time-coming-for-florida-tomato-pickers/1128359>

- "Jon Esformes, Pacific's operating partner, quoted the philosopher and rabbi Joshua Heschel at a press conference following the announcement, saying, 'Few are guilty, but all are responsible... The transgressions that took place are totally unacceptable today and they were totally unacceptable yesterday'..."

Unfortunately, that message has yet to sink into the major supermarkets that sell most Americans their

food. Despite years of efforts, chains such as Publix, Ahold, Kroger and Trader Joes ignore the CIW's requests. That is soon going to get harder to do."

Source: <http://politicsoftheplate.com/?p=662>

- "For Jon Esformes, operating partner of Pacific, the announcement was a chance to acknowledge the industry's sins and promise to help transform the future... Farmworkers deserve the same respect as white-collar workers, Esformes said. He encouraged other growers to follow Pacific's lead."

Source: <http://bit.ly/CIWPacNP>



- "Abuses have happened in agriculture,' [Esformes] said. 'We felt it is time the industries start to speak up and speak out loud and publicly about some of these practices that have led to some of these cases over the years and how unacceptable they are... For us, you wake up and you realize that maybe this is something we could have done yesterday, but I am certainly not going to wait until tomorrow.'"

Source: <http://bit.ly/PackerPTGCIW>

- "The agreement signed by Pacific Tomato and the Coalition of Immokalee Workers allows for outside audits of working conditions for laborers. It is a U.S. version of the 'fair trade' programs typically associated with developing countries."

Source: <http://bit.ly/WSJCIW>

- "The fact that growers are in quick succession now signing on with the coalition shows an historic sea change in farm worker-employer relations... The Immokalee workers and their allies will likely have to be continually vigilant and pro-active to make sure the letter and spirit of the agreements are upheld. In the wake of both agreements, CIW leaders noted that in many ways these victories are only the beginning."

Source: http://inthesetimes.com/working/entry/6580/immokalee_workers_win_again/

- *Editorial*: "Everyone Benefits When Farmworkers are Treated Fairly"

Link: <http://bit.ly/CIWMaxwell>

Supermarket Action Ideas

“Free Sample” Action – From our friends at the Community/Farmworker Alliance (<http://farmworkersolidarity.blogspot.com/>):

“Today in NYC we did a protest at Trader Joe's. There were about 8 of us and we dressed in Hawaiian shirts [Trader Joe's official 'uniform'] and had little trays with sample cups. In every sample cup we had one penny.

We stood in front of Trader Joe's and said 'free samples!' When people came up we would give them manager letters and flyers. Many people actually turned in the manager letters.

This was literally the most positive attention we've ever received at a protest. People really understood the issue. Sometimes it can feel complicated to explain what we want and how it all connects, but having the pennies as props was a very helpful, especially when we could point out that tomatoes inside were about \$4 a pound.

People were intrigued, thought it was 'cute' and very clever. We talked to many more people than we ever would have with just signs as people readily came up to us. Most people didn't actually take the little white cup with the pennies, but they did take flyers. We had a lot of fun and people were really friendly. The store was definitely freaked out.”



Variation on this action idea – from allies in the Oakland area: “We stood near the entrance and grabbed people as they entered and exited the store. We asked people to give the cashiers/manager a Trader Joe's postcard with a penny taped to the back and to let them know that they (the consumers) want Trader Joe's to step up and support farm-worker rights, etc. People were generally receptive/supportive and many were willing to hand the postcard in. At the end of the picket, we went inside and delivered a manager letter.”

For more action ideas and resources; check out:

- <http://sfalliance.org/action.html>
- <http://sfalliance.org/supermarkets>
- <http://ciw-online.org/tools.html>



PROTEST CHANTS & GRITOS

[Supermarket], shame on you!
Farmworkers deserve rights, too!

[Supermarket], you can't keep hiding!
We the people are uniting!

[Supermarket], there's no excuses fooodooor human rights abuses!

Hey [Supermarket], that's okay, turn away, you'll have to pay, hey [Supermarket]!
What? What? Hey [Supermarket]!

One cent, one cent, that's how much you'll have to pay!
One penny! What, what! One penny!

(Publix-specific)
Fair Trade coffee sounds great, but what about tomatoes in your home state?

Down, down, with exploitation!
Up, up, with the fair food nation!

J-U-S, J-U-S-T-I-C-E, what, we want, is justice in Immokalee!

No more slaves, pay a living wage!

What do we want?
Justice!
When do we want it?
Now!

Get up! Get down! Fair food has come to town!

One: We are the people!
Two: A little bit louder!
Three: We want justice for farmworkers!

Exploitation ain't the way, farmworkers deserve fair pay!
The people, united, will never be defeated!

Ain't no power like the power of the people 'cause the power of the people don't stop!
(Say what?)

Hey Publix!
You better listen, listen, 'Cause we ain't kiddin', kiddin',
And we'll be stayin', stayin',
Til you are payin', payin',
A living wage
[clap clap, clap clap],
For our blood
[clap clap, clap clap],
Sweat
[clap clap, clap clap]
And tears!

Publix, ¡escucha!
¡Estamos en la lucha!

Publix, no manches, ¡paga más por los tomates!

¡El pueblo, unido, jamás será vencido!

¡Se ve! ¡Se siente!
¡El pueblo está presente!
¡Se ve! ¡Se escucha!
¡El pueblo está en la lucha!

¿Qué queremos?
¡Justicia!
¿Cuándo?
¡Ahora!

Aquí estamos, ¡y no nos vamos!
Y si nos echan, ¡regresamos!



PROTEST CHANTS & GRITOS

[Supermarket], shame on you!
Farmworkers deserve rights, too!

[Supermarket], you can't keep hiding!
We the people are uniting!

[Supermarket], there's no excuses fooodooor human rights abuses!

Hey [Supermarket], that's okay, turn away, you'll have to pay, hey [Supermarket]!
What? What? Hey [Supermarket]!

One cent, one cent, that's how much you'll have to pay!
One penny! What, what! One penny!

(Publix-specific)
Fair Trade coffee sounds great, but what about tomatoes in your home state?

Down, down, with exploitation!
Up, up, with the fair food nation!

J-U-S, J-U-S-T-I-C-E, what, we want, is justice in Immokalee!

No more slaves, pay a living wage!

What do we want?
Justice!
When do we want it?
Now!

Get up! Get down! Fair food has come to town!

One: We are the people!
Two: A little bit louder!
Three: We want justice for farmworkers!

Exploitation ain't the way, farmworkers deserve fair pay!
The people, united, will never be defeated!

Ain't no power like the power of the people 'cause the power of the people don't stop!
(Say what?)

Hey Publix!
You better listen, listen, 'Cause we ain't kiddin', kiddin',
And we'll be stayin', stayin',
Til you are payin', payin',
A living wage
[clap clap, clap clap],
For our blood
[clap clap, clap clap],
Sweat
[clap clap, clap clap]
And tears!

Publix, ¡escucha!
¡Estamos en la lucha!

Publix, no manches, ¡paga más por los tomates!

¡El pueblo, unido, jamás será vencido!

¡Se ve! ¡Se siente!
¡El pueblo está presente!
¡Se ve! ¡Se escucha!
¡El pueblo está en la lucha!

¿Qué queremos?
¡Justicia!
¿Cuándo?
¡Ahora!

Aquí estamos, ¡y no nos vamos!
Y si nos echan, ¡regresamos!

10 Steps to Getting Press

1. **Identify what's "newsworthy."** There is a big difference between an issue and a news story. We can assist the media in covering issues that are important to us by letting them know when a related "story" emerges. What makes something newsworthy? Controversy, anniversaries, civil disobedience, human interest, strange bedfellows, superlatives (first, biggest, etc.) If a topic isn't newsworthy – no matter how important – they probably won't cover it.
2. **Develop written materials.** The first thing a reporter is likely to ask when you call them to pitch a story is: "Do you have anything in writing?" Help make their job as easy as possible by developing brief, easy-to-read materials. Especially important is a 1-2 page media advisory or press release with details of an event or news story. The style and content should resemble a simple newspaper story, with strong headlines, facts and quotes. When possible, other background materials can be helpful, including fact sheets, spokespeople bios or report summaries.
3. **Develop a targeted media list.** It is important to think about which reporters will be interested in your story. Are they reporters who cover health? Politics? Entertainment? Is it a local or a national story? Is it a story that's good for newspaper, radio and/or television? From there, develop a list of reporters' names and numbers to call.
4. **Be by a fax machine and / or email.** In order to quickly send your written materials to a reporter, it is important to be close to a fax machine or email when making pitch calls. If a reporter wants to see something right away, it will not help to send them something several hours later or the next day.
5. **Identify strategic spokespeople.** The messenger is often just as important as the message when it comes to the media. A doctor or patient talking about the importance of medical marijuana will probably be more effective than a college student in perfect health, for example. It is also crucial that spokespeople are articulate and knowledgeable on the issue, and easily reachable by reporters on deadline. (Not having a cell phone can sometimes mean not being included in a story!!) Having experience speaking to the press is always a plus. Remember – reporters are not your friends. Be careful and strategic when doing interviews.
6. **Practice your telephone pitch.** Reporters get hundreds of calls a day. What's likely to make a reporter not hang up on you, or immediately delete your message, is if you develop a well- focused, 30-second pitch that highlights the essence of your news story. Once you hook them, you can describe in more detail why you are calling and how you can get them more information. Practice leaving messages on your own answering machine. Don't forget to leave your phone number if you leave a message.
7. **Never lie or exaggerate.** It is important that reporters feel they can trust the information you give them. If they find out you are lying or exaggerating, it will greatly hurt your chances of ever being able to pitch them a story again. Usually the facts are strong enough to make a case for a good story.
8. **Don't take no for an answer.** Pitching is not dating. If a reporter says no, try another reporter, or call them again when you have a different story. If you get one out of ten reporters to write about your story, that is a huge success! Remember, one reporter can represent thousands of readers, listeners or viewers.
9. **Use the media to get more media.** If a good article comes out on your issue, send it to other reporters who might also be interested. Oftentimes newspapers will be more interested in op- ed pieces if the topic has been in the recent news. Articles and op-eds can also lead to radio interviews, and local stories can lead to national stories, if they're seen by the right editors / producers.
10. **Say thank you.** Developing friendly relationships with reporters is helpful when trying to pitch news stories. If a reporter writes a story you like, call them up and say thank you. They appreciate it, and will be more likely to return your phone call the next time around.



SPOKESPERSON TIPS

Take Control Of The Story

- Do the advance work: Find out who the reporter is, what outlet and their spin
- Ask the reporter what's their story & who have they talked to?
- Correct their false assumptions with re-framing

Frame the Story

- Tactics vs. Issue – don't tell the media *what* you are doing tell them *why*
- Make sure your sound byte frames the story
- Structure your story: (1) problem (2) solution (3) action
- Speak with the language of values

Not A Conversation

- Don't answer the question – respond!
- Get your message out regardless of what questions the reporter ask

Message Discipline

- Know your message and practice
- Repeat your message
- There is no “*off the record*”

ABC = A.cknowledge the Question B.ridge back to your C.ontent (the message)

Sample Bridges:

- “...I think the important issue”
- “...I think the real point is”
- “...I think the larger question is”
- “...the reason I'm here is”

Be Quotable

- Be a character in the story – establish your connection to the issue
- Frequently the media asks name, age, profession (have a response)
- Sound bytes - U.S. TV average = 5-13 seconds U.S. print average = 5-25 words

The Truth Is On Your Side So Be Accurate

- It's okay to say I don't know the answer to that or I'll get back to you on that...
- Don't say “No comment” – it makes you look guilty
- Do not lie or make stuff up EVER!
- Back up your arguments with facts

Don't Distract from Your Message

- Relax. If you can't, at least try to appear relaxed (Take deep breaths)
- Be Polite but firm
- Use accessible language