

## NOTES: SFA ENCUENTRO 2008

**Friday, September 19**

### **Coalition of Immokalee Workers presentation**

<http://www.ciw-online.org/>

### **SFA: “Who we are & How we roll”**

Check out these links for more on SFA and our history:

<http://www.sfalliance.org/about.html>

<http://www.sfalliance.org/orgphilosophy.html>

<http://www.sfalliance.org/history.html>

<http://www.sfalliance.org/tacobell.html>

*Check out Section I in your Encuentro binder for more on the CIW & SFA's histories and organizing philosophies*

-Decentralized autonomy (SFA's all around country)

-Leadership is ALWAYS from the CIW

-Powerful voice as students

-SFA= Immokalee Crew; Steering Committee; Local Groups and Orgs; Nacional Ally Orgs

### **Skill-Building Workshops:**

#### **1) Brandbusting**

*Complete notes coming soon. For now, check out a selection from the book “No Logo” in Section II of your Encuentro Binder, and this:*

“Students' low-cost Chipotle ads draw 18 million online viewers”

[http://findarticles.com/p/articles/mi\\_m3190/is\\_/ai\\_n16883046](http://findarticles.com/p/articles/mi_m3190/is_/ai_n16883046)

From the article: “Chipotle's target demographic is 18- to 34-year-olds, and college students are heavy users. 'College students are certainly in the sweet spot of that'...”

## Subway brandbusting:

- Jared working in the fields: how he really lost the weight
- Pop.ed style drawing - Jared on the shoulders of a grower who is on the shoulders of a worker
- Subway no seas guey
- Subwage/ Subpoverty
- Eat sweat
- Jared pants v. workers pants from the fields
- Shrinking jared/shrinking wages
- Fat cat/ profits are fat
- Whos carrying weight?
- Use the format of their “Nutritional label” to show what's really in their food
- Farmworker diet
- \$5 footlong, how many tomatoes do you have to pick?
- \$5 jingle
- Zombie “ eat flesh”

## 2) Organizing

Check out Section III in your binder and the “Organizing” page on the SFA site (<http://www.sfalliance.org/organize.html>) for some useful organizing how-to's and resources.

Some themes covered in the organizing workshop:

### TACTICS

POWER	EDUCATION
Rally	Film screening
Hunger Strike	Pamphlets/flyers
March	Street Theater
Boycott	Panels/teach-ins/conferences
Phone/Email/Fax decision-makers	Worker tour
Sit-in	Trainings
Petition	Discussion/study group

### The 6-step process of recruitment

- 1) Be prepared
- 2) Legitimize yourself
- 3) Listen
- 4) Agitate
- 5) Get a commitment
- 6) Follow-up

### Campaign Escalation

Why?

- 1) Momentum
- 2) Room to grow
- 3) base-building

Steps:

- Investigate
- Educate
- Negotiate
- Demonstrate
- DA- Direct Action
- Protracted Struggle
- Evaluate

### 3) Media

This workshop focused on the centrality of media and communications in building winning strategies.

Netwar is a term created by a governmental think-tank that specifically researched social justice movements: what we do and how we succeed.

Their main conclusion: Social justice movements utilize networks, which are more successful than traditional hierarchal forms of communicating. A new form of struggle is based on the centrality of media; a new form of organizing centers on networking.

“The people will Radio” Noemi from Austin.  
NFBC- National Federation of Community Broadcasting.  
PSA- Public service announcement. audacity.com(?)

CIW/SFA successes with media:

- website= immense distribution, website on everything (shirts, stickers)
- branding and brand-busting
- mainstream media provides legitimacy
- Wide distribution of video and audio
- Radio consciencia
- Media Battle with Burger King

Zakia and Eric from The Philadelphia Student Union talked about the conditions that students face in Philadelphia public schools, their use of media in their organizing and their role as part of a network of poor and working class leaders for Philadelphia.

The workshop explored the role of media and communications in building social movements to end poverty and in **strengthening our connections and breaking the fragmentation/isolation of struggles.**

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**Saturday, September 20**

Check out the “News” page on the SFA site (<http://www.sfalliance.org/news.html>) to get caught up on campaign developments since the Taco Bell Boycott victory and Section II in your Encuentro Binder for the latest campaign-related analysis & articles

## **Strategy Session I**

-History of Campaign

Demands:

- Penny more per pound
- Place at the table of dialogue
- Code of conduct

## **Taco Bell**

Tactics:

- Boycott
- Boot the Bell
- Threaten to go to Execs house
- Getting into Execs heads/ networks (church, school)
- Marches
- Hunger Strike
- Stilting / Puppets
- Teatro
- Pop Ed Images
- PSA
- Targeting Big Franchises
- Indymedia

Elements:

- creativity (art music)
- brand busting
- media
- worker lead participation
- decentralized
- Broad Alliances
- Sense of Community

## **McDonalds**

- More community based (less on campus)
- Brand “Rolando” Unmasking
- PBS Now video (TB Victory)
- Buildup to huge mobilizations in Chicago (threat of Boycott)
- Shareholder Strategy
- Manager letters
- Postcards
- Connecting to global anti-imperialist resistance
- Working with larger age range (young children’s drawings)

McDs counter campaign

Pays for “Study” (Sister Ruth)  
“SAFE”

## **BK**

- Petition (over 84,952)
- Miami March
- Freakout
- Kingdom days of Action
- CP + B
- Take the letter / Take the shoes

BK Counter Campaign

Steve Grover- Food Safety and Regulatory compliance (put in charge of dealing with CIW), later morphed into “Activist2008” & “surfxaholic36”

“CIW has no members, pocketing millions of \$, bloodsuckers...”

“Kevin” = Keva Silversmith (stopcorporategreed at live.com)

Cara (supposed student) = Diplomatic Tactical Services

## **Whole Foods**

- ATX base
- CIW/SFA visit
- Media (atx local and CIW/SFA website)
- Shareholders Action
- Meeting w/ Allies in Austin

## **What do these victories mean?**

- Gaining power + momentum
- We know its possible to win
- Increased retaliation/ counter campaign
- Changing notion of self in Immokalee community
- Increased wages (currently being blocked)
- BK, WF agree to pay 1.5 cents more
- McD agrees to a 3rd part mechanism
- WF, CIW to work together to develop “domestic fair trade standards”

## **CURRENT CAMPAIGNS**

### **Chipotle**

Campaign continues...

### **Subway**

“power map:”

Milford, CT (headquarters) – Board of Directors – Regional Offices – Franchisees (no corporate-owned restaurants) – Franchise-owned **Independent Purchasing Cooperative**  
(<https://www.ipcoop.com/>)  
Subway Brand – Subways in schools – Students/Youth

- 22,000 locations, completely franchised
- broad demographic
- independent purchasing Coop (owned by franchisees)
- no shareholders
- few stand alone locations

#### *Our Tactics?*

- branch outside of student community
- target franchisees (map out the largest ones)

#### **FTGE (Florida Tomato Grower's Exchange)**

Powerful lobby group

Currently preventing penny from getting through to workers (\$ in escrow)

At one point threatening \$100,000 fine for any member participating in CIW agreement, no more fines but still threatening...

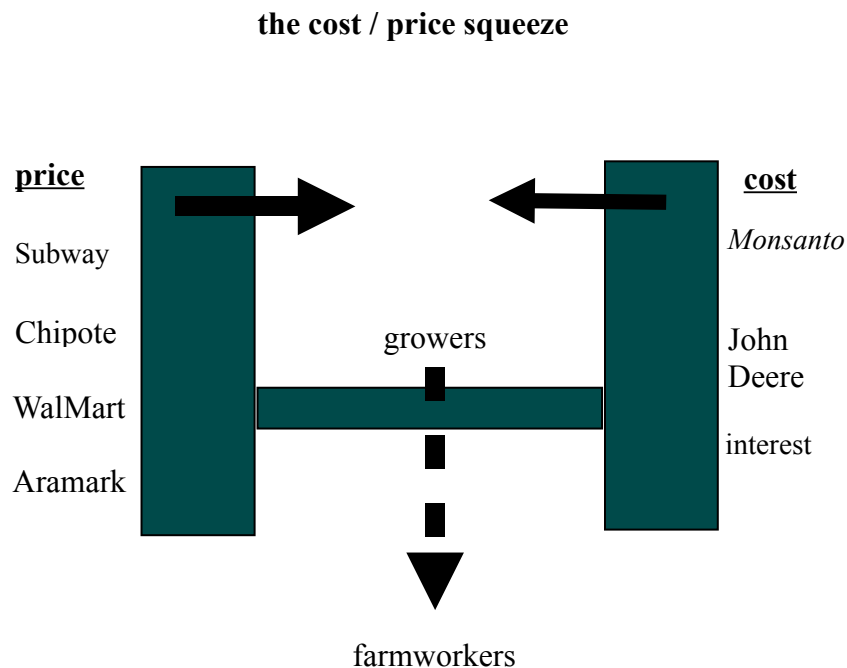
CIW is working on issue...

#### **How to talk about Campaign / Difficult Questions:**

*Check out the workshop outline and related resources in Section III of your binder*

We went over the notion of the “**Cost/Price squeeze,**” which you can use to explain how the purchasing practices & power of these large corporations is directly connected to farmworker poverty:

Draw a vise. On one side is rising the costs growers face (farm equipment, pesticides, interest rates, etc.). On the other side is the falling price growers receive for the tomatoes because of the volume purchasing practices of large fast-food chains and retail buyers:



- The main point here is to explain how the purchasing practices of the fast-food industry drive down farmworker wages and, therefore, why the CIW's decision to focus on fast-food corporations is strategic. This discussion perfectly segues into the role of consumer action.
- For additional background information on this topic, check out:
  - ✓ 2005 CIW European Tour analysis [www.ciw-online.org/2005EuropeanTour.html](http://www.ciw-online.org/2005EuropeanTour.html)
  - ✓ 2005 Packer article, "Big fast-food contacts breaking tomato repackers" [www.sfalliance.org/media/Packer2005.pdf](http://www.sfalliance.org/media/Packer2005.pdf)
  - ✓ 2004 Oxfam report, "Like Machines in the Fields" [www.oxfamamerica.org/newsandpublications/publications/research\\_reports/art7011.html](http://www.oxfamamerica.org/newsandpublications/publications/research_reports/art7011.html)

Another handy trick is to use a pyramid to explain the tomato supply chain:

Draw a pyramid with four levels – at the bottom is the farmworkers, above them is the crewleaders, above them is the growers, and at the very top is the buyers (i.e., Chipotle, Subway, WalMart, etc.). This pyramid illustrates the power relationship in the industry. You can also make a point by asking who is on top of the whole pyramid – the answer is consumers.

### **Difficult questions:**

**Immigration** question: It's a human rights issues. By law if you work, you're supposed to get paid, regardless of status. Larger analysis of global economic situation. And if they're a total jerk "who the immigrant, pilgrim?"

**Apathetic**- switching it up on them, talking about victories.  
Relate it to their life, active listening

**Laws? Legal route?**- NLRA excludes domestic and agricultural workers.

**What about retail workers/ POC owners?** Talk about the way in which workers themselves are exploited. Talking to communities of owners.

### **Upcoming Actions/ Plans:**

#### **-Chiptole Tour**

Austin, Wichita, Denver/ Boulder, Lawrence, Louisville, Asheville: Early Oct.

#### **-Day of Action Oct. 12**

#### **Action Ideas Brainstorm:**

- Letter writing campaign
- Connection with anti-Columbus/Indigenous resistance day
- Press releases- include info on other events in area
- Delegations
- Speak-outs
- Colorful banners: "Sub-Wage"; "Eat Sweat"
- Art installation

- “Eat flesh”/Zombie pub-crawl
- Encuentro reportbacks
- Using Subway wrapper aesthetic
- Giving out/selling fair-food burritos in front of Chipotle
- BK/Whole Foods victory party
- Fake coupons
- op-eds (campus & local newspapers)
  
- Part of Real Food Now national action
- National day of solidarity with indigenous resistance

### **-NE Tour Against Subway**

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### **Strategy Session II**

- Kickoff exercise shows how many different types of people and experiences there are in the room
  
- What has been successful for SFA? Why?  
What have been the challenges?

Example of a challenge for some of us: reaching out to people of faith

Presentation by Brigitte, Interfaith Action

- “faith” is a very broad and diverse group of people
- national religious organizations that support CIW –you can look at those to get ideas of who to reach out to locally. Really good idea to get faith-based people and student/youth groups together who are both working on the CIW campaign

Examples:

Presbyterian Church

Unitarian Universalists

Sojourners

Campus Ministries/Intervarsity groups on your campus

- A good first step before approaching religious folk/congregations is to just find out a little about them
- See if the congregation has a “peace and justice” or “social concerns” group/committee

- Why is it important to work with people of faith?
- They’re already organized: great way to get the word out about the CIW
- Moral authority
- They lend a lot of credibility
- They have resources (spaces, rooms, funding, etc)

Examples of local organizing:

Philadelphia Student Union

- Forms local coalitions around common ground of struggle against poverty
- Connection to the CIW struggle: Philly trying to privatize schools, turn the students into 'products' the same way farmworkers are objectified/exploited
- Not just about fighting 'against' these things but fighting together 'for' the city

#### Austin/The Valley

- “University Island”: people from all over Texas come to the University and become isolated there; in the TB Boycott they did not branch out to the larger community until the end
- “The Great Hustle:” in the Valley there aren't lots of resources or organizations like in Austin- always hustln'. Not a lot of support from people who have been organizing for a long time.

#### **-Broke up into small groups to talk about challenges and successes in local organizing.**

##### **Reportbacks:**

Group1: Challenges: Legitimization & Tokenization – not being seen as 'legitimate' by unions, for example, because you're not organizing a union; being invited last minute just to be put on a flyer. To resolve that: have people involved from the beginning

Successes: “true voice:” have groups involved from the beginning & with decision-making power

Group2: Challenge: SFA in ATX: after the TB victory it was hard to get the same momentum and level of support for the subsequent campaigns

Success: Talking about farmworker struggle in everyday situations, bringing that dialogue into everything

Group3: Working with Day Laborers in Orange County, sued the city and won the case, gonna use the money to construct day laborer center. Brought xocolate and music out to the workers

Challenge: “Rainbow syndrome:” white guilt – “spanglish white girl”. Solution: check your baggage

Group4: Challenge: Getting people to follow-through on showing up to actions & meetings. Solution: set goals for actions & recruitment, delegate tasks & leadership to get people out; have food!

Successes: At USF they started an org with 3 people and now have 100+ members. In MS after the raids there was lots of ally work between students on the campus and the community

Group5: Challenge: Problem with accountability, getting people to show up.

Success: network-building, when we realized we needed to have ownership, establishing symbiotic relationships- working toward common goals. Leadership development for younger members.

Group6: Challenge: Not sustainable; few people take on too much, hierarchy of knowledge, need to build leadership and pass on knowledge

Success: In Lawrence, “meeting to party ratio” of 1:1 – helps retain members and get new people to come

### **Strategy Session III**

#### **Group reportbacks:**

**Texas and South Region:** Create network of support over issues of poverty. Austin is established with lots of liberal minded people, help to support Hattiesburg and the Valley. Coordination of actions around holidays..ie Christmas Caroling, Holiday Cards, Halloween Action. Friendly challenge = competing with other groups to see who can do actions, will help be more creative in actions. Class presentations are important, extra credit for going to actions, setting up a debate, generate thought. Tomato lantern (like a jack-o-lantern) trick-or-treating with the lantern, giving them something instead of taking something.

**California/Western Region:** find out who owns most franchises. Most Subways are not in the schools, but close by so find out who owns them. Organize Nation Wide go to Subway order food and then give them a card saying you are not going to buy it and why. Could report back on how much Subway didn't make on that day. Could do it on Black Friday (day after Thanksgiving) all groups can report back to SFA and CIW how much money was lost and would show Subway how much they would lose by not signing agreement. Building momentum on websites and blogs. Presentations, bringing CIW members to schools, cultural centers, community gardens to talk about campaign and CIW struggle. Present at Stanford, Santa Cruz, high schools, and colleges. Would use this time to present Black Friday action. Fundraise to send crew to spring mobilization. Research about Subway adds in Spanish...

**Northeast Region:** to get ready for days of action, will do film-screenings, give people postcards, get people to flyer. Northeast tour logistics, Media Mobilizing Project, UWA in Baltimore, New York, Boston, can get involved and set up speaking and housing logistics.

**Kansas/New Mexico/Colorado:** Church presentations to make connections, protest at restaurant locations. Do a sit-in at Chipotle headquarters. Lawrence will go to location downtown. In New Mexico will go to Subway and do church presentations, chalking, do franchise research, start Facebook groups and other viral media. Go to Subway and Chipotle and order things, have someone run in and start talking about issues.

**Central Florida:** Critical mass, joining critical masses to go over Skyway bridge with signs. Marches from one Subway to another. How to incorporate art, can stencil shirts, table on campus, students get informed and engaged and can take something away. Networking with others in Florida so others can know what is going on around the state.

**Midwest:** timeline from now until December, using progressive campaign:

-Now: Doing research into franchises, flyering, launch petition, film, getting signatures.

-By October 31: Move on to letter drop, calling to franchises.

-Mid-November, go to franchise offices and set up communication. In December, do solidarity action with Truth Tour. Do speeches on soap boxes, do a dance party inside Subway. Write facts about movement on "Jared" Projecting films on side of Subways, doing portable karaoke. Mini truth tours around town, create snow tomato's.

**Subways on Campus:** some Universities haven't started school yet, doesn't work with National Day of Action. Educating, initiating and escalating. Building coalitions, emailing, social networking. Set time for all campuses to bring letters to administration, set deadline for letter delivery, get student groups to sign on. Have deadline for administration to respond. Step-up by having phone, email bombs. Importance of constant communication, google groups, blogs, etc. Be able to update each other.

**South Florida:** localized issues, FGCU. Bringing out “greenwashing” of environmental institution, they lack in environmental justice issues and action on those issues. High Schools that have Subways, some cater to students. Some cities do not have access to healthy food. South Miami, having more healthy options, folks who own franchises are scared to own them in urban neighborhoods. How do we connect the struggles in Immokalee to struggles in Miami? Education, passing out flyers, finding headquarters, purchasing group is in Miami, get media to actions. Connecting Power U with Immokalee youth. Talking to local government and environmental groups.

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## **SFA Development**

### ***Network Communications:***

What resources we offer from Immokalee:

- experience
- materials: buttons, stickers, informational resources
- listservs (sfa-organize, sfa-announce; research, translation, POC, steering committee)
- binder
- contacts
- network-wide conference calls

### ***Steering Committee:***

- Steering Committee is chosen after an open application process.
- Anyone from the SFA network can apply.
- Leadership body of SFA; staff is accountable to the SC and the SC also serves as “regional organizers” for SFA
- Check out an overview of SC responsibilities here: <http://www.sfalliance.org/sc.html>
- Apply to be on the 2009 SC! - <http://www.sfalliance.org/scapp.html>

### ***Fundraising:***

- SFA has chronically had budget problems and operated in a very shoestring manner financially
- Difficult to get funding from foundations- don't understand our difference from CIW and our vital role in campaign, plus we don't have many personal connections in foundation world
- Finally had a breakthrough in funding in summer of 2007, after which we were able to start paying staff minimum wage based on a 40-hour week. Stipends have always been very low, this is a problem if we want to make SFA staff and intern positions accessible to everyone.
- Therefore... our **GRASSROOTS FUNDRAISING is extremely important:**
- **Sustainer Program:** Sign up today and encourage friends to sign up – just \$5 a month from lots of people would make a huge difference for SFA. The Sustainer Program is vital to the long-term financial and political sustainability of SFA!
  - <http://www.sfalliance.org/donate.html>

- Steering Committee members commit to raising \$500/year for SFA
  - Honorariums from your college/university!
    - Local fundraising ideas:
      - parties – use parties to raise funds & talk about campaign
      - bike wash/fix-up
      - benefit shows- get band to play for free
      - raffles
      - tabling- have a donation jar
      - bake sales
      - building relationships/friendships with more well-established organizations
      - student orgs/faculty
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### **Bringing it all together: Commitments & Next steps**

#### **Go-around of individual commitments:**

- Presentations in California
- BK Campaign victory party
- Local Subway Franchisee research
- Host the CIW
- Increase High School membership in SFA
- Funk for Fair Food
- Raise \$100
- Re-apply to SC
- SFA/CIW zine
- Build new student organization
- Educational forum on campus
- Outreach to more people of faith
- Get more people involved in SFA
- Encuentro reportback
- Education in Louisville
- Build alliances at Yale
- Work for SFA :)
- Contact other student groups
- Contact MEChA
- Reportback and outreach to folks outside of the university
- Write an op-ed
- Speak at Church
- Photo Exhibit
- Education on campus
- Organize in Baltimore
- Work at a certain national subway sandwich chain...
- Bring folks from Ohio to the Encuentro next time
- Hang out in Milford
- Strengthen Austin Fair Food

- Michigan alliance
- Presentations in classes/action in DC
- Talk to friends/stay connected
- Research Subway
- Bring CIW to Lawrence
- Build a base of non-students
- 5 speaking events!
- New SFA chapter at MSU
- Introduce folks in Philly to CIW
- Bring people back into campaign
- Be more involved
- Carry campaign literature everywhere
- Event on “Columbus day”
- Bring CIW to Miami
- Create PSA's
- Organize w/ MEChA
- Work with community to fundraise/educate
- Mobilize! Research! build base!
- Organize Subway Truth Tour stop in December
- Engage the Real Food Challenge Network
- Bring lessons b ack home!
- Connect with local Indymedia
- Sign up to be a Sustainer!
- Work with Just Harvest
- Outreach in Arizona
- Take back info to youth meetings
- Create PSA for PSU Radio
- Have badass BK celebration party
- More middle schoolers!
- Work with Notre Dame & South Bend communities
- Education in MEChA-local & national
- Share the struggle on the radio
- Regional alliance in the South



- Continue the campaign in Immokalee
- Enthusiasm!
- Northeast presentations
- Connect farmworker issues in Mexico to Immokalee; research on growers operations in MX
- Animate others
- ahuevo