

Student/Farmworker Alliance

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2009 Encuentro Binder

Welcome to Immokalee and the 5th-annual SFA Encuentro! In your hands you're holding what has become an Encuentro tradition: "the binder." We hope that this resource is one you use and refer back to when you return to your community, do reportbacks about your Encuentro experience, and engage in your local organizing work.

Over the years, we've been heavily influenced by the CIW's motto "Consciousness + Commitment = Change." Education and consciousness form the foundation for much of the CIW's work, and ours. We believe that our actions and campaigns can't be divorced from analysis, study, and reflection; and vice versa.

We've tried to provide a sample – albeit limited – of readings to help you be a better organizer and to better understand the Campaign for Fair Food and larger struggles for social justice and social change.

Without further ado, here's a table of contents with brief descriptions of each section:

Section One: Who We Are and How we Got Here

This section starts off with CIW and SFA timelines, a selection of popular education & consciousness-raising drawings by the CIW, and selected news and analysis about some of the major campaigns we've engaged in over the past 10 years. A good place to start to familiarize yourself with SFA and the campaign.

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Section Two: Organizing

Pretty much the "toolbox" section of the binder. Nuts-and-bolts tips around forming groups, doing outreach, talking to the media, planning your campaign strategy, and more. A sample outline and tips for giving campaign presentations – one of the more important consciousness-raising tools at our disposal – round it out.

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Section Three: Campaign & Farmworker Conditions

Relevant information (and action tools) on the current phase in the campaign, from Dine with Dignity to Chipotle and the supermarkets. Plus, backgrounders and articles on farmworker working conditions, modern-day slavery, and more.

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Section Four: Solidarity, ally work, and the bigger picture

SFA's organizing philosophy states that we “work with, not for, farmworkers.” This section has some basic definitions around themes such as being an ally and anti-oppression, and challenging ourselves to delve deeper into the concept of “solidarity.” We round it out with some “bigger picture” pieces.

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Section Five: Freedom Dreamin'

This (tragically short) section takes its title from the book excerpted to start it off - “I have come to realize that once we strip radical social movements down to their bare essence and understand the collective desires of people in motion, freedom and love lie at the very heart of the matter.” -Robin Kelley

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