



TIMELINE, 1999 – 2010

1999/2000 Season

February - March

02.19 – 03.04 // Students from across the state of Florida (including FGCU, New College, USF, UF, FSU, University of Miami) and youth groups answer a call to action and walk alongside the farmworkers in the "*March for Dignity, Dialogue and a Fair Wage.*" The first action outside Immokalee, the march covers 243 long miles to the Florida Fruit & Vegetable Association (without permits!). Marchers walk from sun-up to sunset (9-10 hours a day) for 15 days straight.

2000/2001 Season

[Brian Payne becomes 1st SFA staff in Immokalee]

January

01.13 – 01.14 // During the *March from Quincy to Tallahassee*, the SFA network solidifies as over 30 students from around the state join farmworkers as they urged Florida governor Jeb Bush to become directly involved in farmworker issues.

February – March

Florida Taco Bell Truth Tour - students in five Florida cities (Miami, Tallahassee, Tampa, Sarasota, and Gainesville) host the first (pre-boycott) Taco Bell Truth Tour. A busload of farmworkers travels each weekend to different universities where they are greeted by the student body, give presentations, take tours of campuses and pay visits to local Taco Bells.

March

Students Attempt Meeting with FL Governor – Following the Florida Taco Bell Truth Tour, a student delegation representing the University of Miami, Florida Gulf Coast University, New College, University of Florida and Florida State University meet with a representative of the Governor to demand he meet with farmworker organizations to confront the sweatshop and slavery abuses taking place in the fields of Florida. After spending hours preparing for the meeting and driving all the way to Tallahassee, the Governor refuses to meet with the students, and the representative is extremely patronizing and refuses to do anything. This ticks the students off, sending them back home ready to organize more than ever.

University of Notre Dame: Alternative Spring Break in Immokalee – During the break, students meet with the CIW and SFA to learn about the Taco Bell campaign. ND students bring the campaign back to

their school, becoming the first group of students outside of Florida to take it on, and become part of the SFA network.

April

04.01.01 // Taco Bell Boycott launched.

May

05.01.01 // *May Day of Action* becomes SFA's first day of action, with 10 actions across the state of Florida, including Tomatotron (a 6 foot tall papier-mâché tomato filled with rotten tomatoes that was chained to the drive thru) in Gainesville.

Summer

[Interns: Sarah, Erin & Brigitte Gynther]

Boot the Bell campaign officially begins.

Spring 2001 BTB Victories

Sunflower Catholic School in Florida stops buying Taco Bell products due to student support of the boycott. (1)

2001/2002 Season

September

09.11.01 // Truth Tour (scheduled to begin on Sept. 12th) is postponed, country is turned upside-down, climate tense for activism/direct action.

October

10.3 – 10.22 // *First Mini Tour* travels the exact proposed route of the Truth Tour, hitting 17 (?) cities and paving the way for the 2002 Taco Bell Truth Tour. This Tour expands the SFA network extensively beyond Florida, building strong contacts in Atlanta, Chicago, Denver and Southern California particularly.

November

11.27 – 12.01 // *Three Days of Action* – from Philadelphia to Ontario to Irvine (over 40 cities in total), students hold actions designed to “scare the pants” off of Taco Bell executives.

Fall 2001 BTB Victories

West High School in Denver, CO students form an Immokalee Support Group and succeed at getting their school to stop buying Taco Bell products. Students has previously purchased Taco Bell food three times per week. (2)

Catholic Schools in Gary Diocese of Indiana, including 30 different schools, stop buying Pizza Hut

products. Though the diocese does not have a contract with Taco Bell, they are able to express their support for the Taco Bell boycott by cutting off their relationship with Pizza Hut, which is also owned by Yum Brands, Taco Bell's parent corporation. A Diocese of Gary catholic school alumna goes on to serve on the SFA Steering Committee. (3)

University of California, Berkeley student government endorses the Taco Bell Boycott as student opposition helps keep Taco Bell from coming on campus. (4)

Duke University pulls Taco Bell products off their shelves. (5)

February – March

03.01 – 03.17 // *2002 Taco Bell Truth Tour* culminates in first face-to-face meeting with Taco Bell. An SFA representative is invited to attend this meeting in order to send strong message to Taco Bell. "*Rise Up 2002*" takes place when Tour arrives in Los Angeles. Students converge at UCLA to strategize, network with community/labor/grassroots allies, and build movement.

Spring 2002 BTB Victories

California State University – Los Angeles decides not to renew its contract with Taco Bell. Dean Calvo, the executive director of University Auxiliary Services, Inc. (UAS), acknowledges in an interview with *The Nation's Restaurant News* that "student protests did play a role in the UAS decision not to renew its contract with Taco Bell." (6)

Students at the **University of San Francisco**, after a series of "rowdy demonstrations," convince their administration to remove their campus's Taco Bell. (7)

Chairman of **Milwaukee Area Technical College** refuses to allow Taco Bell to do business on their campus, citing the boycott as the primary reason. (8)

The **University of Notre Dame** decides not to put a TB on campus, thanks in part to student indignation over Taco Bell's role in exploiting farmworkers. (?? not sure of the exact date on this one – pre-August 2002) (9)

After a series of student-led protests and meetings with their administration, **Samford University** decides that the cost of keeping Taco Bell "[is] not proportionate to the revenue it... [generates]." TB is replaced by a local, non-franchise taco shop. (10)

Summer

[Intern: Brigitte Gynther]

2002/2003 Season

[SFA gains non-profit status]

[Interns: Tori Cole, Kathryn (“Kat”) Rodríguez, Liz]

September, October & November

09.26 – 10.12 // *Northeast Mini Tour* takes CIW and SFA to cities from Washington, DC, to Boston, MA, spreading word of the boycott through teach-ins, actions, and rallies, and organizing local boycott committees.

10.31 – 11.3 // *Four Days of Spooky Action: “What Could Be Scariest Than Free Trade & Worker Exploitation?”* – In solidarity with the protests against the FTAA ministerial meeting in Quito, Ecuador, over 40 communities march, protest & flyer to link the effects of free trade to farmworker exploitation in the U.S.

November – December

By November, more than 30 universities & high schools are involved in BTB.

Adbusters, a graphic activism campaign that aimed to use the same advertising strategies employed by Taco Bell to “create an informed public that makes informed choices based on the truth not the hype,” launched. Campaign submissions were encouraged in any medium: video, graphic design, songs/chants, slogans, etc.)

11.27 – 12.01 // *Fair Food Summit: Harvesting Justice in Immokalee* brings students & young people from across the country (& two from Canada!) to Immokalee for an agenda that includes working in the fields, meeting on campaign strategy, learning about CIW history, and, of course, squeezing in a lively local Taco Bell protest! (The precursor to our modern-day Encuentros.)

Fall 2002 BTB Victories

Students at **Carmel High School** in central Indiana succeed in having Taco Bell products removed from their school cafeteria. (11)

Thanks in part to student campaigning around the boycott, **Middle Tennessee State University** opts not to renew its Taco Bell’s contract. (12)

San Diego City College boots its Bell. (13)

The **University of Chicago**, after months of organizing by campus groups and a Halloween action during which 60 students (many of them dressed as tomatoes) marched on their administration’s offices, declines to renew its contract with Taco Bell. (14)

After hearing news about the boycott, students at the **University of Pennsylvania** prevent Taco Bell from opening up on their campus. (15)

February, March & April

02.20 – 03.05 // *2003 Truth Tour & 10-day Hunger Strike* – Students from across the country fast alongside CIW members & other allies during a 10-day hunger strike in front of Taco Bell’s

Headquarters in Irvine, CA. Over 100 solidarity actions take place.

03.31 – 04.04 // *Student Labor Week of Action*

May

05.15.03 // *Action at Yum Brands' Annual Shareholder Meeting* brings the boycott to Taco Bell's backyard; several students & other CIW allies don animal costumes (pigs, cows & chickens, oh my!), calling attention to a recently announced Yum endeavor to ensure humane conditions for *animals* in its supply chain. CIW & allies ask: what about the *humans* in your supply chain?

Spring 2003 BTB Victories

After nearly two years of active campaigning, students at the **University of Memphis** arrive back to their campus to find that Taco Bell has been removed. (16)

Summer

[Interns: Jessica & Owen Thompson]

2003/2004 Season

October

10.03 – 10.10 // *Texas-Sized Mini Tour* takes CIW & SFA members through the heart of the Lone Star state (and parts of the Southeast). Loyal CIW website viewers are introduced to a little something known as the “Taco Bell Full Court Press.”

November

11.16 – 11.18 // As part of a mass mobilization in Miami in protest of the Free Trade Area of the Americas Summit, SFA marches with CIW & other allies in the *Root Cause People's March*, calling for trade policies that respect human rights and the environment.

Fall 2003 BTB Victories

After their student government mentions a resolution to bring Taco Bell to campus, students at the **University of Michigan** mobilize to stop it. The resolution is successfully tabled. (17)

At **Loyola University**, the SAS group meets with their administration and convinces it to honor the boycott by not putting a Taco Bell on campus. (18)

[Interns: Nick Laskowski & Tiffany Ten Eyck]

February – March

02.25 – 03.05 // *2004 Taco Bell Truth Tour & “Farmworker Freedom March”* (44 miles from East L.A. to Irvine) – SFA members travel with CIW from Immokalee to Louisville (home of Yum Brands

Headquarters) to Irvine.

03.01 // In conjunction with the Tour's arrival in Los Angeles, SFA calls for a national call-in day to turn "corporate executives' attentions away from the bottom line and to the people's concerns.

03.05 // "Monstrous Day of Action" in solidarity with rally in front of TB HQ. Over 100 solidarity actions take place during the course of the Tour.

April – May

Rolling Student Hunger Strikes – Notre Dame's Tony Rivas' 7 day hunger strike in support of the boycott sparks a chain of student hunger strikes across the nation.

Campuses with TBs

Notre Dame – In response to Tony's fast, 150 additional students participate in a six-day rolling hunger strike.

Grand Valley State University – 12 students fast for 3 days.

University of Florida – 6 students fast for 5 days.

Solidarity Actions (Campuses w/o TB)

Central Michigan University

Eckerd College – 6 students fast for 5 days; 70 more students pledge one-day fasts.

05.20.04 – CIW & Allies again *Protest Outside of Yum Brands' Annual Shareholder Meeting*. SFA forms part of delegation that meets with YUM! Brands.

Spring 2004 BTB Victories

Tampa Preparatory School refuses to allow Taco Bell to provide catering services on its campus after its students mobilize around the boycott. (19)

March // **UT – San Antonio** university administrators block Taco Bell from opening on campus, citing student outcry over Taco Bell's role in exploiting farmworkers. (20)

Summer

[Interns: Meghan Cohorst & Brie Phillips]

Interim Board established. It will serve from Summer 2004 thru the formation of the 1st Steering Committee in September 2005.

2004/2005 Season

[Staff Transition; Brian Payne -> Sean Sellers]

[Intern: Carolina Kernahan (with Amy Ullo, IA)]

October

10.12.06 // *Indigenous Resistance Day Actions*

10.14 – 10.26 // *Northwest Mini Tour* - CIW and SFA hit the road, stopping in Washington, Oregon, and Idaho (where Boise State students & faculty are organizing against their newly-named “Taco Bell Arena”). BSU’s faculty assembly council votes 17-2 in opposition of Taco Bell’s sponsorship of the arena and its brand presence on campus.

November

[Tiffany Ten Eyck begins work as temporary staff.]

Fall 2004 BTB Victories

As a direct result of students’ unrelenting pressure, **Notre Dame** cuts its sponsorship contract—\$50,000 per year—with Taco Bell. Notre Dame spokesman Matt Storin says that students “deserve a lot of credit for bringing up these issues, doing the research and carrying on the discussion in a very responsible and studied way.” (21)

10.22.04 // **UCLA** votes to end Taco Bell’s contract on its campus, representing a successful end to over a year of student-led campaigning. (22)

12.26.04 // **Cal State – San Bernardino** administrators make the decision not to reopen a Taco Bell in its student union. (23)

January

[Intern: Jordan Buckley & (temporarily) Amy Sommer]

[Meghan Cohorst spends January & February in Immokalee doing Truth Tour organizing.]

February – March

02.28 – 03.12 // *2005 Taco Bell Truth Tour: Bringing It Home* travels through the South & Midwest, leading to Taco Bell Boycott victory in Louisville, KY! Student organizing around the campaign is a key component of victory.

April

First letters are sent to McDonald’s, Burger King, Subway, encouraging them to follow Taco Bell’s lead and work to better the wages and working conditions of farmworkers in their supply chains.

Spring 2005 BTB Victories

01.27.05 // **Portland State University** announces that Taco Bell will not return to campus the following academic year. Said John Eckman, chairman of PSU auxiliary services & overseer of the contract negotiation: "The conversations that I've had with people who are passionate have influenced the way we ask people to do business here on campus." (24)

[Summer Interns: Angelo Moreno & Marc Rodrigues (with Kim Kavazanjan & Dani Sollars, IA)]
[Brie Phillips begins work as temporary staff.]

2005/2006 Season

[Melody González arrives in Immokalee as part-time staff]

August

08.01 – 08.07 // *1st Annual SFA Student & Youth Encuentro* – 60+ students come together in Immokalee to share stories, skills and songs while strategizing for the next phase in the struggle for farmworker justice: taking on the rest of the fast-food industry.

September

Formation of 1st SFA Steering Committee (12 members).

Fall Intern: Aramie Bloom

October

[Brie Phillips leaves Immokalee.]

Boot the Bell & Taco Bell victories are awarded Mother Jones' "Campus Activism Victory of the Year."

November

11.02 – 11.18 // SFA participates in the *Abundant Life, Peace & Justice Tour*, which links food sovereignty and human rights struggles in the Americas, drawing connections between grassroots social movements throughout the hemisphere and the campaign to shut down the SOA.

11.18 – 11.20 // *SOA Protest & Vigil*

January

[Intern: Candelario Vazquez (with Robert McGoey, IA)]

01.28 – 01.30 // *1st Annual SFA Steering Committee Face-to-Face Meeting in Alva.*

February

McDonald's Manager Letter Campaign is launched; the University of Notre Dame's MEChA chapter is among the first groups to drop one off at their local McDonald's.

March – April

03.08.06 // *SFA is one of the founding members of the Alliance for Fair Food* (together with Interfaith Action, the Presbyterian Church (USA), the Robert F. Kennedy Human Rights Center, and the National Economic and Social Rights Initiative).

03.26.06 – 04.04 // *2006 McDonald's Truth Tour: The Real Rights Tour* – the Tour hits 17 cities in 10 days, culminating in a 400-person march to Rock 'n Roll McDonald's in downtown Chicago. Over a dozen solidarity actions take place across the country.

04.06.06 // *SFA presents activist/musician Tom Morello the Eleanor Roosevelt Human Rights Award at a ceremony in Washington, D.C.*

04.10.06 // *SFA joins CIW & 75,000 other marchers in Ft. Myers for an historic march for immigrant rights.*

05.01.06 // *May Day March for Immigrants' Rights in Immokalee.*

May

05.03.06 // *SFA is one of 7 signers-on to a student letter to McDonald's, blasting its much-criticized "study" of farmworkers. The study is later wholly discredited.*

Summer

[Interns: Kyle Weinberg & Katie Vasquez]

Actions & Manager Letter Drops from Kentucky to Mexico to Argentina.

2006/2007

[Staff Transition: Sean Sellers -> Marc Rodrigues]

Brent Perdue arrives in Immokalee to do research.

Kate Mitchell & Kathleen Wood working in Immokalee as part of National Hunger Fellows program.

September

09.13 – 09.20 // *Denver Mini Tour* hits Chipotle's hometown, pressuring it to ante up and honor its "Food With Integrity" mantra.

09.21 – 09.24 // *2nd Annual SFA Student & Youth Encuentro* – 65 participants converge on Immokalee for 2nd Encuentro. Format is changed from a week to a long weekend. Everyone heads home ready to take down the clown, chanting "¡Ya cayó, ya cayó, Ronaldo ya cayó!"

October

National Latino/a Law Student Association presents SFA with its 2006 Community Service award, citing SFA's "collaborative organizing philosophy & structure" & concrete victories with the CIW as important achievements.

10.14 – 10-25 // *McDonald's Mini Tour* travels from Immokalee to Chicago, stopping in Illinois, Indiana & Kentucky along the way and keeping up the pressure on McDonald's. SFA has its first encounter with Hobo Joe, who maintains: "I don't drive!"

10.26 & 10.27 // *1-2 Punch McDonald's Days of Action* – 40 actions throughout the country take place immediately following McDonald's Mini Tour. During the days of action, Rolando the Clown (Ronald's justice-lovin' half brother) makes his first appearance at a McDonald's in Pilsen, IL.

November

2007 Steering Committee selected & announced; SC grows from 12 to 18 members.

11.23.06 // *Another Rolando sighting*, this time at Chicago's Thanksgiving parade. Chicago supporters of the campaign pass out flyers & display banners; Rolando delights children & adults alike, all the while bringing them the truth about his more-famous brothers' exploitative ways.

January

[Celeste Escobar & Luis Fernando Gómez hired as part-time staff to help with planning '07 Truth Tour. (With Robert McGoey, IA.)]

01.18 – 01.21 // *2nd Annual SC F2F in Immokalee.*

February

02.15.07 // *Action in front of Burger King Headquarters in Miami*

02.23 & 02.24 // *Midwest Encuentro in Chicago* – the Encuentro branches out from Immokalee for 2 days of networking and strategy on McDonald's home turf. Participants hail from Urbana-Champaign, Carbondale, Minneapolis, Madison & more.

March – April

03.28 – 04.04 // *Student Labor Week of Action & Farmworker Awareness Week* – the week kicks off with the release of another letter from student groups to McD's, warning: "Our patience is all but exhausted!" SFA signs on with 8 other organizations. Dozens of campuses organize Fair Food actions throughout the week.

04.07 – 04.17 // *2007 McDonald's Truth Tour: Behind the Golden Arches.* Just days before CIW, SFA & their allies are poised to call for a nationwide boycott of McDonald's, a landmark agreement is announced on April 9 at the Carter Center in Atlanta. McDonald's agrees to meet all of CIW's demands. The planned Carnival for Justice & Dignity in Downtown Chicago is changed to a raucous Concert for Fair Food at the House of Blues, where countless amazing artists (including Rage Against the Machine's Tom Morello & Zack de la Rocha, playing together for the first time in 7 years) perform in front of a crowd of 2,000+.

May

05.11 & 05.12 // *First National Burger King Days of Action* – actions take place in over 20 cities as Burger King starts to feel the heat.

05.28 // *Yum Brands expands Taco Bell agreement to all of its brands*, bringing the total number of fast food chains working with the CIW to six.

Summer

[Cory Fischer-Hoffman volunteers for month of June.]

“*The long, hot summer of Burger King action*” sees actions all over Miami. During one letter, more than 100 letters from students at All Saints Catholic School in Broward County, FL are delivered to BK Headquarters.

2007/2008 Season

[Meghan Cohorst arrives in Immokalee as full-time staff]

[Fall Intern: Lupe Gomez]

August

08.30 – 09.3 // *Third-annual Encuentro takes place in Immokalee* – the Encuentro grows to 90 participants who converge on Immokalee to strategize about the year ahead in the Burger King campaign. Participants sign a youth letter to Burger King & deliver it in person on 8.31 at an action at Burger King headquarters in Miami. BK’s initial refusal leads to an impromptu chant of “Take the letter!” They eventually did.

September

09.29 – 10.07 // *Florida Mini Tour* hits the road, stopping at 13 cities across the state & beginning the mobilization phase for the march planned for November 30th. The tour culminates with an amazing action in Miami, where an unexpected downpour may have destroyed its fair share of art (including a larger-than-life king’s head that had attended actions from Chicago to Naples), but did nothing to affect our spirit.

October

10.11.07 // *BK forced to back off its lies about CIW* - BK VP Steve Grover forced to eat crow after the CIW, SFA & several allies – including the Carter Center, PCUSA & Yum Brands – call him out on his claims that the CIW requested that BK “write a check to the organization.”

10.27 – 11.04 // “*KingDOOM*” *Days of Action* are a huge success, as SFA members in 30 cities across the country plan actions & events to tell BK to “stop the lies, stop stalling, & start working with the CIW.”

November

11.30.08 // “*Serfs up, Kings Down!*” *March on Burger King* sees over 1,000 CIW members & allies march 9 miles from the headquarters of Goldman-Sachs, through downtown Miami & straight to BK headquarters. CIW brings hundreds of work shoes used by workers in Immokalee to BK’s doorstep, telling the King: “Doubt our poverty? Walk in our Shoes!” After an initial refusal, a BK rep heeds the crowd’s calls of “take their shoes!” & comes down to accept them.

December

2008 Steering Committee selected & announced – SC shifts from 18 to 13 members.

January

01.14 // *“Tomato Freakout” announced* – In what was proposed as a parody to BK’s successful “Whopper Freakout” commercials, SFA launches Tomato Freakout, in which SFA members were to record themselves “freaking out” at Burger King about the human rights crisis in its tomato supply chain. Tomato Freakout featured its own website (whopperfreakout.org) & received submissions from SFAers in Lawrence, KS & Louisville, KY, but ultimately never got off the ground, going the way of the infamous Taco Sin Miedo of years past.

February

02.07 – 02/11 // *CIW & SFA Delegation to Austin* to turn up the heat on Whole Foods. The visit includes a keynote address at the University of Texas, a 100-person march through the UT campus to an Austin BK & a visit to Whole Foods Headquarters, where the delegation & some local Austin allies personally deliver CIW’s letter to WF CEO John Mackey, which although it had been sent by certified mail several months earlier, WF claimed never to have received.

02.08 & 02.09 // *USAS Winter Conference in Miami* – on 02.08, representatives from several national organizations including United Students Against Sweatshops, Student Labor Action Project, Jobs with Justice & American Rights at Work visit BK HQ to deliver a letter signed by over 15,000 U.S. consumers demanding a “quick & just resolution to the conflict” between BK & the CIW. The next day, over 250 participants in the conference met with farmworkers from Immokalee for an action at a Miami-area BK.

02.27 // *National Petition Campaign to End Sweatshops & Slavery launched.*

[Lupe Gomez leaves Immokalee; Marina Saenz arrives]

March

03.28 – 04.04 // *National Student Labor Week of Action* – SFA Day of Action on March 31 contributes over 30 actions to the week of action, including BK actions in Tampa, Minneapolis, & Miami, & an action at Chipotle headquarters in Denver.

April

04.12 // *Scandal rocks BK!* – after months of careful investigation, two scandals come to light as it’s revealed that not only is BK VP of Food Safety, Quality Assurance & Regulatory Compliance Steve Grover behind numerous online postings smearing the CIW, but BK has also hired a private investigative firm (Diplomatic Tactical Services) to infiltrate SFA.

04.14 – 04.18 // *Florida Petition Tour* visits several cities around Florida to collect signatures to the petition & invite allies to the delivery ceremony later in April.

04.15.08 // *Senate Committee Hearing* entitled “Ending Abuses & Improving Working Conditions for Tomato Workers in Washington, D.C. Testimonials are heard from CIW’s Lucas Benitez, Collier County detective Charlie Frost, author Eric Schlosser, Immigrant Justice Project director Mary Bauer, Florida Tomato Growers Exchange executive director Reggie Brown & Immokalee grower Roy Reyna.

04.28.08 // *Petition Delivery Ceremony at BK Headquarters* – 200 CIW members & allies converge on BK to deliver over 85,000 signatures from all 50 states & 43 countries to the Petition to End Sweatshops & Slavery in the Fields.

May

05.12.08 // *Burger King executives Steve Grover & Keva Silversmith fired* due to their involvement in the scandal.

05.23.08 // *CIW & Burger King reach agreement*, signed during a press conference at the U.S. Capitol.

Summer

[Intern: Lauren Maxwell]

08.09.08 // *The Fair Food Nation turns up the heat on Chipotle* with yet another spirited action at the burrito chain's headquarters in Denver. Over 100 USAS members (participants in the USAS summer conference) marched through downtown Denver to the HQ, where a delegation of student leaders delivered a letter from students to Chipotle, demanding that they live up to their "Food With Integrity" mantra by ensuring "Work With Dignity" for the farmworkers in their tomato supply chain.

2008/2009 Season

[Intern: Ashley Depenbusch (with Heather Vega, IA)]

September

09.09.08 // *CIW announces agreement with Whole Foods* – WF becomes the fourth corporation & the first supermarket chain to enter into an agreement with CIW.

09.18 – 09.21 // *4th Annual SFA Student & Youth Encuentro* – over 100 students & youth from 20 states, 30 campuses & 40 organizations converge on Immokalee to plan the upcoming year in the Campaign for Fair Food. The network's favorite chant continues its evolution from el payaso & el rey to "*¡Ya cayó, ya cayó, el Güey ya cayó!*" In reference to the upcoming year's major target: Subway.

09.30 – 10.10 // "*Chipocrisy Tour*" travels from Immokalee to Denver, CO (home of Chipotle HQ) & back, declaring to the fast food industry's leader in sustainability: "We are not animals. We have a voice." The stop in Denver includes a 24-hour *plantón* outside of Chipotle HQ.

November

[Melody González departs Immokalee.]

December

12.02.08 // *CIW & Subway reach agreement* on the eve of a planned Northeast Subway Tour. Signing ceremony takes place at the Miami headquarters of Subway's Independent Purchasing Cooperative, in

the company's Subway-themed break room.

12.02.08 – 12.12.08 // The planned Subway Tour is morphed into a “*Northeast Transition Tour*” & 5 CIW, SFA & IA staff members drive up the east coast to lay the groundwork for the next phase of the Campaign for Fair Food: targeting supermarket chains & food service providers. The tour crew pays a visit to Sodexo & Aramark headquarters & survives the frigid northeast weather.

12.14.08 // A spokesperson for Florida governor Charlie Crist makes the statement that “Of course, I say any instance is too many, and any legitimate grower certainly does not engage in that activity (slavery) but you're talking about maybe a case a year,” prompting outrage from CIW & allies. *Over 70 human rights, religious, student, labor, and community organizations and leaders from across Florida and across the nation sign an open letter to Gov. Crist, declaring that “When those who have the responsibility to ensure freedom from slavery, one of the grossest violations of human rights, instead tolerate its existence, people of conscience must speak out...” and calling on the governor to take action. There is no response from Tallahassee.*

12.30.08 // *SFA's work on the Campaign for Fair Food is named one of The Nation's “Top Youth Activism Victories of 2008.”*

January

[Spring Intern: Ashley Depenbusch]

2009 SFA Steering Committee selected & announced. SC grows from 13 to 16.

mid-January: Governor petition campaign launched

February

02.26.08 – 03.01.08 // *SC F2F in Immokalee*

March

03.09.09 // In response to Governor Crist's continued silence, *CIW, SFA & allies hold a combined press conference/popular theater on the steps of the Old Florida Capitol in Tallahassee.* SFA members take to the podium *en masse*, declaring: “Young people have been and always will be at the forefront of this country's struggles for civil and human rights. We will not rest until you help ensure that no worker in the state of Florida who toils to put food on the table of every American ever finds him- or herself in conditions of slavery again.” Participants also deliver to the governor over 35,000 signatures to the petition calling on the governor to meet with the CIW to discuss the continued existence of slavery in Florida.

03.10.09 // The day following the action on the capitol steps, *Governor Crist's office calls CIW to set up a meeting.*

03.26.09 // Following the meeting with the CIW, *Governor Crist writes a letter to CIW leaders* in which he stated, among other things, “I support the Coalition's Campaign for Fair Food, whereby corporate purchasers of tomatoes have agreed to contribute monies for the benefit of the tomato field workers. I commend these purchasers for their participation, and I encourage the Florida Tomato Growers

Exchange and its members to participate in the campaign so that these monies can reach and provide assistance to the workers...” and commits to working together with the CIW in the months and years to come.

03.26.09 // *SFA launches “Dine with Dignity” campaign* to call on campus food service providers Aramark, Sodexo & Compass to put an end to the human rights abuses in their supply chains.

April

04.28.09 // *SFA notches the first victory in the Dine with Dignity campaign*, as Bon Appétit Management Co. enters into an agreement with CIW to help create an “innovative new model for fair labor standards in Florida.”

04.29.09 // *Wichita State University student government passes resolution calling on Sodexo to work with the CIW.*

Summer

[Summer Interns: Rose Espínola (June-July), Joe Parker (August)]

06.04.09 // *Two Florida organic growers – Alderman Farms and Ladymoon Farms – commit to working together with Whole Foods* to implement the principles of Whole Foods’ agreement with the CIW. This effectively puts an end to the stalemate established by the Florida Tomato Growers Exchange nearly two years earlier.

Mid-June // *The University of California-Davis passes a student government resolution* urging Sodexo to “meet with the CIW and... implement an enforceable, human rights-based Code of Conduct for its tomato supply chain.”

07.20.09 // *Supporters of fair food in cities across the country take part in coordinated actions at Chipotle-sponsored screenings of the documentary Food, Inc.* CIW allies stood outside (and a few lucky few even infiltrated a theater or two!) to educate movie-goers about Chipotle’s continued refusal to sign an agreement with CIW.

2009/2010 Season

[Fall Intern: Arabella Daniels]

September

09.10.09 // *East Coast Growers and Packers* leaves the Florida Tomato Growers Exchange (FTGE) and becomes the first major grower to work with the CIW and food industry leaders to implement the CIW's fair food agreements, shattering the FTGE's unified front of resistance.

09.10-09.13 // *Fifth-annual SFA Encuentro in Immokalee.*

09.27.09 // *Compass Group becomes the seventh corporation to sign with the CIW*, gathering with farmworkers, representatives from East Coast Growers and U.S. Secretary of Labor Hilda Solis in Washington, D.C. for a historic announcement. Compass becomes the second victory of the Dine with Dignity campaign.

October

10.05-10.09 // During the *Dine with Dignity Week of Action*, students across the country organize actions, presentations and other educational events to call on Aramark and Sodexo to put an end to the Harvest of Shame.

10.17-11.15 // During the *Month of Publix Protests*, representatives from the SFA, Interfaith Action and the CIW visit cities across Florida (including SW Florida, Gainesville, Miami, Orlando, Tampa and St. Petersburg) to urge Publix to work with the CIW through actions, presentations and meetings with local allies. During many protests, participants are filmed by Publix employees.

10.27.09 // *University of Florida Student Senate passes resolution asking Aramark to meet with the CIW and raise tomato pickers' wages by one penny.*

November

[Natasha Noriega-Goodwin arrives in Immokalee to “test the waters” of the SFA staff position]

11.18-11.26 // The Alliance for Fair Food's *National Supermarket Week of Action*, sees supporters from Baltimore to San Francisco call on Kroger, Stop & Shop, Giant, Trader Joe's, Publix, Wal-Mart and other local supermarkets to work with the CIW by dropping off manager letters at their neighborhood stores.

11.17-11.25 // *Publix Southeast Tour* visits cities across Florida (and SOAW in Georgia) in leadup to December's Walk for Farmworker Justice.

11.20.09 // *Student Advisory Committee to the Auraria Board (Denver) passes resolution calling on Sodexo to work with the CIW.*

11.23-11.24 // After local Aramark representatives at many universities refuse to meet with local SFAers about the Campaign for Fair Food, students across the country participate in *Aramark Call-In Days* to demand accountability from Aramark and human rights and fair wages in the company's supply chain.

December

12.01.09 // *CIW and Verité announce partnership to implement, monitor fair food agreements with participating growers.*

12.02.09 // *Washington University-St. Louis student senate passes resolution* in support of Bon Appétit agreement with CIW, and urging Aramark to “require fair treatment of workers by growers.”

12.06.09 // *Walk for Farmworker Justice* sees over 500 supporters converge on Lakeland, FL – home of Publix headquarters – to call on the supermarket giant to put an end to its excuses and take action to improve wages and working conditions in its supply chain. Students from as far away as California, Texas and Wisconsin joined locals from St. Petersburg, Miami, Gainesville and elsewhere for a 2-mile march through the heart of Lakeland, capped off by a spirited rally in front of Lakeland's Lake Mirror.

12.07-12.11 // *SFA members participate in the Fair Food Solidarity Tour* with members of the CIW and Baltimore's United Workers Association. In the first of the tour's several actions, over 60 participants –

including students from nearby University of Pennsylvania and St. Joseph's University – braved frigid temperatures to protest Aramark's continued inaction.

12.11.09 // *Former SFA staff and Food & Society Fellow Sean Sellers issues the “Chipotle Challenge:”* a call for Chipotle CEO Steve Ells to back up “food with integrity” in a public debate on the merits of the Campaign for Fair Food.

12.14 // *SFA launches first sustainer drive* with the goal of raising \$1,000 per month from sustainers by the end of 2009.

January

[Fall and Summer intern: Kate Hadley]

01.28-01.31 // *SC F2F in Immokalee*

February

02.03.10 // *Campaign for Fair Food Drawing Contest launched.* Children from Pre-K through high school encouraged to draw with “fair food” means to them.

02.15.10 // *Florida Tomato Growers announce “new social responsibility program.”* The code is 90% identical to its old code, the discredited Socially Accountable Farm Employers (SAFE), and where the new code differs from the old, it is essentially a copy of the CIW's fair food agreements – with all elements of worker participation carefully removed.

02.24 // *University of Houston SGA Senate passes resolution* urging Aramark to pay one more penny per pound for its tomatoes directly to the workers that pick them.

02.28-04/15 // *The Florida Modern-Day Slavery Museum tours Florida for six weeks.* The museum, which was housed in a box truck replica of the truck involved in the Navarrete slavery case, featured exhibits on the history of slavery in Florida and the six agricultural slavery cases brought to justice by the CIW. The museum was developed in consultation with workers who had previously escaped from forced labor operations and leading academic authorities on slavery and labor history in Florida.

March

03.09 // In a 21-8 vote, *Florida Gulf Coast University's Student Senate passes resolution* calling on Aramark to work with the CIW to improve wages and working conditions in the fields, overturning a vote that rejected the same resolution just two weeks earlier. The second vote came after a visit to campus from the CIW's Florida Modern-Day Slavery Museum. FGCU's Faculty Senate and Residential Housing Association also passed the same resolution.

03.15-03.19 // Fair Food supporters from New York to Kansas participate in the *National Supermarket Week of Action.*

April

04.01 // *Aramark signs with the CIW,* becoming the eighth major corporation to do so, and the 3rd victory

in the Dine with Dignity campaign. Aramark admits that student action on campuses was a major factor in their decision to come to the table, and students are lauded for their role in the victory. Sodexo becomes the only major food service holdout.

04.16-04.18 // Allies from across Florida and the country join CIW for the *Farmworker Freedom March*, which made its way through Tampa, Plant City and Lakeland as it called on Publix to end its inaction and work with the CIW. On the final day of the march, over 1,500 marchers walk through the rain in Lakeland to demonstrate their support for farmworkers. SFAers from California, Texas, Kansas, New York, Rhode Island, Gainesville, Miami, St. Petersburg, Jacksonville and countless other cities join workers and other allies for the historic march.

May

05.17.10 // *U.S. Secretary of Labor Hilda Solis visits the CIW and Immokalee.* Her visit includes an interview on CIW's low-power radio station, *Radio Conciencia*, a tour of the Modern-Day Slavery Museum and a meeting with with CIW members.

05.25.10 // After Quizno's announces an intention to enter into an agreement on its website without having ever engaged in productive dialogue with the CIW, *members of Denver Fair Food host a powerful action calling on Quizno's to "quit stalling" and work with the CIW.* The action includes a bike parade, manager letter dropoffs and pickets at numerous Quizno's locations throughout Denver, a rally at Quizno's corporate offices, and concludes with all participants "flying kites for human rights" outside of Quizno's windows.

Summer

06.13 - 06/16 // Following a ceremony at the U.S. State Department in which the CIW's Laura Germino received the 2010 Trafficking in Persons *Hero* award, *the Florida Modern-Day Slavery Museum is exhibited at the U.S. State Department and the National Mall in Washington, D.C.*

[Natasha Noriega-Goodwin departs Immokalee]

07.06.10 // *Officials with the Department of Justice announce the eighth prosecution for forced labor in Florida's fields since 1993.* Over several years, dozens of Haitian nationals – in the U.S. on guestworker fields – were denied access to their passports and visas and forced to work in the fields of Alachua County.

[Rodolfo Cortinas arrives in Immokalee as full-time staff]

07.25 – 08.16 // *The Florida Modern-Day Slavery Museum tours the Northeast U.S.* Over the course of three weeks, the museum visits Charlottesville, Washington, D.C., Philadelphia, Providence, New York City, Baltimore, Charlotte and more as it educates the general public about the continued existence of slavery, and draws attention to the role played by supermarket giant Ahold USA (parent company of Stop & Shop and Giant).

08.23.10 // *Sodexo signs with the CIW, symbolizing the successful end of SFA's sixteen-month Dine With Dignity campaign.* Sodexo becomes the ninth corporation overall to commit to working with the CIW to uphold the principles of fair food.

2010/2011 Season

September

09.02.10 // *Federal prosecutors in Honolulu unseal indictment charging six individuals – including four employees of Global Horizons Manpower, Inc. – with forced labor in 13 states, including Florida.* Prosecutors call the case – which becomes Florida's ninth case of slavery since 1997 – “the largest human trafficking case in U.S. history.”

09.16-09.19 // In response to the end of the Dine with Dignity campaign and the changing nature of the Campaign for Fair Food as it shifts to a focus on supermarkets, *SFA hosts first-ever Strategy Retreat in Immokalee and at the Riverside Retreat in LaBelle.* Over 40 participants spend three days strategizing around SFA's evolving role in the campaign, building skills for their own local organizing and developing and sustaining personal relationships.