

# TAKE ACTION TO DEMAND

# FAIR

# FOOD ON YOUR CAMPUS!



Farmworkers are among this country's most exploited workers. Tomato pickers in Florida haven't received a significant wage increase in over 30 years, receive no benefits nor protections of any kind & are denied the right to form unions. In the most extreme conditions, workers are held against their will & forced to work under conditions of modern-day slavery.

Major tomato buyers such as food service corporations Aramark, Sodexo & Compass (which owns Chartwells & Bon Appétit) play a direct role in perpetuating farmworker exploitation by leveraging their tremendous purchasing power to demand the cheapest product possible. In response to this ever-increasing pressure, tomato growers are forced to cut costs the only way they know how - by keeping down the cost of labor: farmworkers' wages.

## THE CAMPAIGN FOR FAIR FOOD

Launched in 2001 with a nationwide boycott of Taco Bell, the Campaign for Fair Food is led by the Coalition of Immokalee Workers, a membership-led farmworker organization based in Southwest Florida. The campaign has three principle demands of the corporate food industry:

1. a penny more per pound for tomatoes, to be paid directly to the workers who picked them;
2. an enforceable supply chain code of conduct that ensures that workers are treated with dignity, including zero tolerance for modern-day slavery
3. worker participation in the development, verification and monitoring of the implementation of these demands

To date, the CIW has reached agreements with five food industry giants: Yum Brands - parent company of Taco Bell, KFC & others -, McDonald's, Burger King, Whole Foods & Subway. It's now time for other major tomato buyers to do the same.

## STUDENT/FARMWORKER ALLIANCE

The Student/Farmworker Alliance (SFA) is a national network of students & youth organizing in solidarity with the CIW. Young people across the country have played a critical role in the five campaign victories to date, utilizing their collective power as the target market of the fast food industry to demand that corporations take responsibility for their role in perpetuating farmworker exploitation.

We've been part of winning five of the largest victories against corporate greed that our generation has seen. Today, we shift that momentum and collective power to now demand fair food on our campuses - from our dining halls to the multinational corporations that contract with our colleges and universities to bring us the food we eat.



[WWW.SFALLIANCE.ORG](http://WWW.SFALLIANCE.ORG)

## HOW TO GET INVOLVED

### SET UP A MEETING WITH YOUR UNIVERSITY'S DIRECTOR OF DINING SERVICES

to discuss the conditions of Florida farmworkers & the role they can play to help ensure that the tomatoes served in their dining halls are not harvested by exploited workers. To prepare for the meeting:

### REQUEST AN ORGANIZING KIT

with talking points for speaking with your campus dining service directors, letters to send directly to your food service provider's corporate headquarters, general campaign information & useful materials like DVDs, buttons & stickers. To get yours, write to us at [organize@sfalliance.org](mailto:organize@sfalliance.org)

### RESEARCH

Who is your campus food service provider? What are the details of your school's contract with them? Are there other students on campus that might already have experience dealing with food service directors? (Think sustainable food or labor-specific groups.) Once you have this information contact us at [organize@sfalliance.org](mailto:organize@sfalliance.org) to let us know what you've found out!

And don't forget to **CHECK OUT THE SFA WEBSITE** (above) for all the latest campaign updates & updated campaign materials including an online database of students organizing on campuses across the country!