



# BOOT THE BRAIDS CUT THE CONTRACT WITH WENDY'S!

As students and young people across the country, we say enough to Wendy's blatant disregard for farmworkers' rights! The Student/Farmworker Alliance's national Boot the Braids campaign is a student-led movement to sever university contracts and preferential licensing agreements with Wendy's until the fast-food company joins the award-winning Fair Food Program.



Today, the very fields onced dubbed “ground zero for modern day slavery” by federal prosecutors have verifiable workplace protections that foster a workplace environment where sexual harassment, discrimination, and verbal abuse are not tolerated. For the first time, over 35,000 farmworkers can go to work knowing they will not be subject to wage theft or humiliation — and they are empowered to file complaints without the fear of losing their job — or worse.

Through the Fair Food Program's groundbreaking worker-driven social responsibility model, the Coalition of Immokalee Workers (CIW) is radically transforming the landscape of human rights for low-wage workers across the globe. The Fair Food Program has finally put an end to sexual harassment and assault, modern slavery and wage theft by harnessing the purchasing power of more than a dozen of the world's largest retail food companies, including all of the major fast-food brands, through legally-binding Fair Food agreements.

All except Wendy's.

For over five years, hundreds of thousands of farmworkers and consumers have demanded verifiable protections against sexual violence and other human rights abuses in Wendy's supply chain through the Fair Food Program.

As the 'target market' of the fast food industry and as students positioned to hold our educational institutions accountable to ethical practices, young people play an indispensable role in bringing corporate accountability to our communities. Through tireless organizing and education on our campuses and within our communities — rooted in the analysis that young people and students are objectified and exploited as consumers by the same corporations that exploit farmworkers — SFA has been a driving force behind some of the largest victories against corporate greed our generation has seen.

**WE REFUSE TO LET OUR UNIVERISITIES OFF THE HOOK FOR DOING BUSINESS WITH  
A COMPANY THAT TOLERATES HUMAN RIGHTS ABUSES IN ITS SUPPLY CHAIN!**

## IS YOUR CAMPUS DOING BUSINESS WITH WENDY'S?

There are many ways a university or school could be doing business with Wendy's. First things first, you should do some research into the type of contracts or preferential licensing agreement your campus has with Wendy's. Below are a few examples:

- **Wendy's restaurant on campus.**

These contracts can be directly with the university or through a third-party food service provider such as Aramark;

- **Wendy's sponsorship on campus.**

These licensing agreements are less obvious, but manifest themselves through athletic ads or sponsorships using Wendy's logo or products;

- **Wendy's access through meal plan or dining card.**

You may not have a physical Wendy's location in your student union or dining hall, but your university may have a contract that allows students to use their meal plan to purchase food at Wendy's.



## OTHER WAYS YOU CAN SUPPORT THE BOOT THE BRAIDS CAMPAIGN!

If your campus doesn't have a contract with Wendy's that you can organize to remove, there are still plenty of ways to support students fighting to Boot the Braids!

- **Connections to Wendy's leadership or secondary targets in the Wendy's Boycott.**

The first step is to research any connection that Wendy's may have to your institution. Is your campus the alma mater of one of the Wendy's Board members or executive leadership? Is your university investing in companies that Wendy's Board members have a stake in? These are all critical ways you can find links between your campus administration and the corporation;

- **Attend solidarity actions at a Boot the Braids campus.** You might be close to a campus with an on-going campaign to remove Wendy's. If so, connect with student organizers there and coordinate to be present at their next event or protest;

- **Plan a solidarity action or respond to a national call to action from a Boot the Braids campus.** Stay up-to-date with news coming out of the Student/Farmworker Alliance email list and social media. Often there may be an opportunity to participate in a national call to action to advance the Boot the Braids campaign or plan an action in solidarity. An example of this was the 2017 national student rolling fast, where students at over a dozen campuses went without food for up to a week in solidarity with Boot the Braids;

- **Help fundraise for Boot the Braids actions.** Running an intensive student campaign can require funds. Your group can support by planning a fundraiser in support of Boot the Braids;

- **Offer to support with research or other tasks.** There may be regular Boot the Braids strategy calls that you can participate in; reach out to SFA staff for more information on how you can get involved via research or other behind-the-scenes work.

**READY TO DIVE IN?  
CONTACT US AT ORGANIZE@SFALLIANCE.ORG!**