



BOYCOTT WENDY'S!

WWW.BOYCOTT-WENDYS.ORG

Join thousands of farmworkers, students, people of faith and consumers of conscience in refusing to patronize Wendy's until the world's third largest hamburger chain joins the Fair Food Program!

WHY WENDY'S?

Every day, millions of migrant farmworkers do the back-breaking work of harvesting the fruits and vegetables that feed the entire country and, in turn, generate billions in profits for the trillion-dollar retail food industry. Yet despite the essential nature of their labor, for generations farmworkers have endured extreme poverty, sexual assault and modern-day slavery.

For over seven years, hundreds of thousands of farmworkers with the Coalition of Immokalee Workers (CIW) and their consumer allies have demanded verifiable protections against sexual violence, forced labor and other human rights abuses in Wendy's supply chain by joining the Presidential Medal-winning Fair Food Program. All of the largest fast-food companies – McDonald's, Burger King, Subway, Taco Bell and Chipotle – along with nine other major food retailers, from Whole Foods to Walmart, have joined. All except Wendy's.

Bowing to massive consumer pressure in the national Wendy's Boycott, the fast-food giant announced its tomato purchasing shift away from Mexico's abusive tomato industry to greenhouse operations in the U.S. and Canada. Wendy's has released misleading statements, including the claim that greenhouses have "inherent benefits of safe, indoor working conditions," known to be false by farmworkers. Wendy's assurances that working conditions are fine in their greenhouse suppliers' operations ring hollow when compared to the hard evidence of harsh conditions faced by workers in greenhouses, not to mention the well-documented failure of the auditing companies tasked with protecting workers from widespread labor and safety violations.

The very workers that Wendy's decision-makers have turned their backs on for years are the same workers responsible for the company's financial health, when all is said and done. Instead of finding excuse after excuse not to join the most widely respected human rights program in agriculture today, it's time for Wendy's to partner with the CIW and invest in real, enforceable health, safety, and human rights standards in its supply chain. Wendy's: join the Fair Food Program now!

WENDY'S CAMPAIGN HISTORY

OCTOBER 2005

In the wake of the first Fair Food Agreement with Yum! Brands, CIW sends a letter to Wendy's asking them to follow their competitor's example. More letters to Wendy's follow in subsequent years as other fast food and food service companies sign Fair Food agreements.

JANUARY 2013

CIW announces the Wendy's campaign, uniting the voices of dozens of organizations, faith institutions and universities to urge the fast food giant to join the Fair Food Program.

JANUARY 2014

University students launch the national Boot the Braids campaign, calling on universities to remove Wendy's from campuses until the company commits to respecting human rights for farmworkers.

FEBRUARY 2015

Wendy's informs consumers that the corporation is now purchasing its tomatoes from farms in Mexico.

MARCH 2015

The Student/Farmworker Alliance launches a national student boycott of Wendy's.

BOYCOTT WENDY'S!

Pledge your commitment to boycott Wendy's until the final fast food holdout joins the CIW's Fair Food Program. Join the conversation on social media, and tag your posts and tweets with [#BoycottWendys](#) and [@Wendys](#). Organize actions in your community with a local Fair Food Group or Student/Farmworker Alliance chapter - or start your own! Contact the Alliance for Fair Food at organize@allianceforfairfood.org to connect with someone locally or for more information on how to get involved.

ABOUT THE FAIR FOOD PROGRAM

Since its implementation in 2011, the CIW's Fair Food Program has eliminated modern-day slavery and sexual violence, improved farmworker wages for the first time in decades, and guaranteed basic protections for workers. Today, 14 major food retailers participate in the Fair Food Program, from Whole Foods to Walmart and McDonald's. Participating retailers agree to purchase exclusively from suppliers who meet a worker-designed Code of Conduct, which includes a zero-tolerance policy for slavery and sexual harassment. Retailers also pay a "penny-per-pound" premium, which is passed down through the supply chain and paid out directly to workers by their employers. Buyers have paid over \$30 million into the FFP through the penny-per-pound premium. In 2015, the Program expanded for the first time beyond Florida to tomato fields in Georgia, North Carolina, South Carolina, Virginia, and New Jersey, and in the 2015-2016 season, the Fair Food Program expanded to two new Florida crops, strawberries and bell peppers.

The Program has been called "the best workplace-monitoring program" in the U.S. in the *New York Times*, and "one of the great human rights success stories of our day" in the *Washington Post*, and has won widespread recognition for its unique effectiveness from a broad spectrum of human rights observers, from the United Nations to the White House. The Program is the leading example of a new and growing form of human rights protection known as Worker-driven Social Responsibility (WSR). In the WSR approach, the workers whose rights are at issue play a leading role in the definition, monitoring and protection of those rights, enforcement is at a premium, and retail brands make a binding commitment to support that enforcement with their purchases.

ABOUT THE COALITION OF IMMOKALEE WORKERS

The Coalition of Immokalee Workers is a worker-led human rights organization internationally recognized for its achievements in the fields of social responsibility, human trafficking, and gender-based violence at work. Built on a foundation of farmworker community organizing starting in 1993, and reinforced with the creation of a national consumer network since 2000, CIW's work has steadily grown over more than 20 years to encompass three broad and overlapping spheres: the Fair Food Program, the Anti-Slavery Campaign and the Campaign for Fair Food.

MARCH 2016

The Coalition of Immokalee Workers launch a national consumer boycott of Wendy's.

MARCH 2018

Over 100 farmworkers and consumer allies stage a 5-day Freedom Fast outside the headquarters of Triun Partners, Wendy's largest institutional shareholder, in New York City. The fast concludes with a 2,000-person march through MidtownManhattan.

JUNE 2018

At the company's annual shareholder meeting, Wendy's announced that it would no longer be purchasing tomatoes from the Mexican tomato industry. Instead the company would buy from greenhouse operations in the U.S. and Canada, but without a clear commitment to the Fair Food Program.

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