

Dear Wendy's Manager,

As a Wendy's customer and supporter of the Coalition of Immokalee Workers (CIW), I am writing to inform you that I am joining the CIW and consumers of conscience in boycotting Wendy's until the fast-food chain joins the award-winning Fair Food Program (FFP).

For over eight years, farmworkers and consumers have urged Wendy's to make a commitment to the FFP, a historic partnership among farmworkers, farmers, and 14 multibillion-dollar food retailers, including Wendy's major competitors such as McDonald's and Burger King. Participating retailers commit to 1) purchase from farms where workers' fundamental human rights are upheld according to the Fair Food Code of Conduct and 2) pay a small Fair Food premium, which is passed down through the supply chain and generates a line-item bonus on farmworkers' regular paychecks.

The FFP guarantees rights never before truly seen for tens of thousands of farmworkers, such as the right to shade and rest breaks from their grueling work and zero tolerance for sexual assault, child labor and modern slavery. Since 2011, participating buyers have paid over \$36 million in Fair Food premiums into the Program, constituting the first significant pay increase for workers in over 30 years.

The COVID-19 pandemic has put a national spotlight on farmworkers' unique vulnerabilities, as well as the myriad human rights violations they have faced for generations, including discrimination, extreme poverty and dangerous and unsanitary work conditions. Given this grim reality for the millions of essential workers who put food on our tables, there has never been a more urgent time for Wendy's to join the FFP, the only social responsibility program in the country known to have mandatory and enforceable COVID-19 safety protocols to address farmworkers' health concerns.

From its vague "expectations" for ethical behavior from its suppliers to the seemingly nonexistent consequences for suppliers who fail to meet those expectations, Wendy's self-created, voluntary corporate Code of Conduct simply does not measure up to the Fair Food Program. Instead, Wendy's has chosen to allow its suppliers to pick-and-choose among conventional third-party social auditors, an approach Fordham law professor and widely-respected labor expert Jim Brudney has characterized as "little more than a sham."

Under the FFP, the Fair Food Standards Council, an independent third-party monitor created to ensure compliance with the Fair Food Code of Conduct, conducts regular audits of participating growers and staffs a 24-hour, multilingual hotline for reporting abuses that triggers a thorough investigation and swift resolution. And, to ensure that this complaint system truly transforms the workplace, the CIW conducts worker-to-worker education sessions, held on-the-farm and on-the-clock, focused on workers' rights under the Code, empowering workers to serve as the frontline monitors of their own human rights.

Rather than participate in what the Harvard Business Review classified among "the most important social-impact success stories of the past century," Wendy's has failed to become part of what a recent independent study called the "gold standard" for protecting workers' human rights where other programs are simply not fit for that purpose.



I look forward to the day when Wendy's joins farmworkers and consumers in the movement for fundamental, verifiable human rights for the people who do the backbreaking and underpaid work of feeding American families. Until then, I will be joining the hundreds of thousands of people boycotting your brand and you will not receive any of my business.

For more information, please contact the CIW at 239-657-8311 or email workers@ciw-online.org.

Sincerely,