

Dear Wendy's Manager,

As a Wendy's customer and supporter of the Coalition of Immokalee Workers' (CIW) groundbreaking Fair Food Program, I am writing to urge Wendy's to work with the CIW and the Florida tomato industry to help end forced labor, poverty wages, sexual harassment and other human rights abuses historically faced by Florida farmworkers who harvest your tomatoes.



Wendy's has the opportunity and the responsibility to be part of the new day that has dawned in the fields through the CIW's Fair Food Program (FFP), an historic partnership among farmworkers, Florida tomato growers, and fourteen multibillion-dollar food retailers, among them Walmart, Ahold USA (Stop & Shop and Giant), and The Fresh Market. Participating retailers commit to 1) buy their tomatoes exclusively 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 on their tomatoes which is passed down through the supply chain and paid out to workers by the growers.

The FFP guarantees rights never before seen for Florida farmworkers, such as rights to shade and rest breaks from their grueling work, and zero tolerance for sexual harassment and modern slavery. Since 2011, participating buyers have paid more than \$20 million through the FFP, constituting the first real pay increase for workers in over 30 years.

The FFP was called "one of the great human rights success stories of our day" in *The Washington Post*, "the best workplace monitoring program in the US" on the front page of *The New York Times*, and was featured on *CBS Sunday Morning* in a short viewed by millions. The CIW was awarded the 2015 Presidential Medal for Extraordinary Efforts Combatting Modern-Day Slavery for the Fair Food Program's success in transforming the Florida fields from what was once called "ground zero for modern-day slavery" by a US attorney to the "best working environment in American agriculture" by the *New York Times*. In summer 2015, the FFP began to expand to states beyond Florida up the east coast, and will soon cover other crops. You can learn more about the FFP at www.fairfoodprogram.org.

Despite the tremendous and widely celebrated gains of the FFP, Wendy's has unconscionably turned its back on farmworkers and their allies — your customers. Of the five largest fast food corporations in the country — Subway, McDonald's, Burger King, Taco Bell (Yum! Brands), and Wendy's — Wendy's is the only one not participating in the FFP. Sustainable restaurant leader Chipotle Mexican Grill, and Walmart, the largest corporation in the world, also participate.

In March 2015, before thousands gathered at the CIW's Concert & Parade for Fair Food, the Student/Farmworker Alliance declared a national student boycott of Wendy's. Announced by students at the Ohio State University from your company's hometown of Columbus, Ohio, the student boycott marks the most recent escalation of the national, campus-based Boot the Braids campaign, which is aimed at ending Wendy's contractual relationships with universities around the country until the your company joins the Fair Food Program. Dozens of universities are following suit, and a groundswell of students will continue to boycott Wendy's until they join.



Fourteen other major retailers and the vast majority of the \$650 million Florida tomato industry has already committed to the Fair Food Program. Participating grocery stores and restaurants will now be able to display the Fair Food label (left), indicating to their customers that they have made a commitment to respect the dignity of farmworkers in their supply chain. **When will I be able to find the Fair Food label at Wendy's?**

Countless farmworkers and consumers have already called on Wendy's to join the Fair Food Program, and thousands more will continue to join them as they learn that your company has thus far turned its back on social responsibility.

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 to put food on all our tables, and profits in Wendy's pockets.

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

Sincerely,