



ACTION GUIDE: 2017 Wendy's Annual Shareholder Meeting!

In the month of May, the Fair Food Nation is taking action to support farmworker justice ahead of Wendy's annual shareholder meeting on Tuesday, May 23! In this guide, you'll find just how you can get involved.

WENDY'S ANNUAL SHAREHOLDER MEETING:

After months of building momentum and action in the Wendy's Boycott, calling on the fast food company to join its competitors in respecting farmworkers' human rights, the Coalition of Immokalee Workers and their allies will show up in peaceful witness outside of Wendy's annual shareholder meeting. A group of farmworkers and allies will also enter the meeting to directly address Wendy's decision-makers about the company's urgent need to join the Fair Food Program.

For over four years, Wendy's has refused to meet face to face with farmworkers to negotiate their participation in the Fair Food Program. A year ago, after Wendy's shifted tomato purchases away from Florida to Mexico, where human rights abuses continue unabated and unchecked, the CIW launched a national boycott of Wendy's. Since the boycott launched, it has received tremendous support from tens of thousands of believers in justice across the country – from major endorsements, to a tremendous 12-city Return to Human Rights Tour, to a rolling fast for farmworker justice at over a dozen campuses from Florida to Michigan – and continues to grow!

This month, join farmworkers in bringing the national boycott and its call for farmworker justice to Wendy's doorstep, directly to the company's top executives and shareholders at the upcoming annual shareholder meeting!

FOUR WAYS TO TAKE ACTION THIS MONTH:

1 Sending a boycott postcard to Wendy's CEO Todd Penegor and Board Chairman Nelson Peltz in the lead up to May 23! On page 3 of this guide, you'll find a post card you can print, sign, and send to One Dave Thomas Blvd., Dublin, OH 43017. If you're interested in organizing your community, congregation, or student group to send more than 15 postcards, reach out to us at organize@allianceforfairfood.org to order a stack!

2 Making plans to join farmworkers, Ohio Fair Food and allies from across the country on Tuesday, May 23 for a major protest outside of Wendy's annual shareholder meeting, followed by a community lunch with CIW. Housing will be provided for those coming from out of town. Get in touch with us at organize@allianceforfairfood.org for support in planning the trip!

3 Participating in a national call-in day to Wendy's Headquarters on Monday, May 22! As the CIW, students, religious leaders, and Ohio allies prepare a powerful presence at Wendy's shareholder meeting the following day, amplify the action by making a short call. You can find the information for calling in and a sample script below. Once you've called, email us at organize@allianceforfairfood.org to share a reportback!

Call-in Number: (888)-624-8140

Script: Hello, my name is _____ and I would like to leave a message for Todd Penegor. As a dedicated ally of the Coalition of Immokalee Workers, I want Wendy's to know that I will continue to support the national Wendy's Boycott until the corporation respects the human rights of farmworkers in its supply chain and joins the Fair Food Program. For four years, we have demanded that Wendy's be a partner in the Program, but Wendy's has failed to do so, instead offering a Code of Conduct devoid of enforcement mechanisms or worker participation and moving purchasing to fields where human rights abuses go unchecked.

Mr. Penegor should know we plan to make our voices heard during an action outside of Wendy's headquarters tomorrow, calling on him and all shareholders to respect farmworkers' dignity by joining the Fair Food Program. Unless you commit to joining the Fair Food Program during your annual shareholder meeting, scores of farmworkers and allies will be peacefully demonstrating outside – and the already tens of thousands-strong boycott of Wendy's will continue to grow day by day!

Thank you for delivering this message.

4 Donating to the Wendy's Boycott Fund to fuel sustained and growing action in the struggle for Fair Food – and bring us closer to an agreement with the final fast food holdout! We're raising \$25,000 in the month of May to strengthen our movement and enable a strong, action-packed summer and fall! **You can donate online at bit.ly/boycottfund** or by writing a check to Alliance for Fair Food and sending to PO Box 509, Immokalee, FL 34143.

BOYCOTT WENDY'S!



**I STAND WITH
THE COALITION
OF IMMOKALEE
WORKERS.**

**WENDY'S: RESPECT
FARMWORKERS'
HUMAN RIGHTS!**

WWW.BOYCOTT-WENDYS.ORG

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WWW.BOYCOTT-WENDYS.ORG

Dear Mr. Penegor and Mr. Peltz,

I am writing to inform you that I pledge to boycott Wendy's until the company joins all of its major competitors in working with the Coalition of Immokalee Workers (CIW) to guarantee farmworkers' fundamental human rights in its supply chain.

Wendy's abandoned its longtime suppliers in Florida — because of the implementation of the CIW's Presidential Medal-winning Fair Food Program there — and moved its purchases to Mexico, where wage theft, sexual violence, forced labor and other human rights violations are endemic and go largely unchecked. To turn your back on long-overdue progress for this country's farmworkers, and seek out instead suppliers overseas where workers are brutally exploited and have no hope of real labor protections like those provided under the Fair Food Program, is, simply put, contemptible. Your company's toothless supplier code of conduct and woefully inadequate promises of monitoring do nothing to change that harsh reality.

Until Wendy's commits to joining the Fair Food Program, more and more consumers nationwide will join me in pledging to boycott your restaurants.

Sincerely,

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From:

Place
Stamp
Here

To:

**Mr. Todd Penegor, CEO
Mr. Nelson Peltz, Board Chairman
The Wendy's Company
One Dave Thomas Blvd.
Dublin, OH 43017**

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