

# CIW LABOR DAY WORSHIP RESOURCES



Though it has become synonymous with cookouts and the end of summer, Labor Day's meaning is rooted in the value and importance of workers and their labor. For allies of faith in the Fair Food Nation, Labor Day weekend (Sep. 1-3) represents an opportunity to amplify the Coalition of Immokalee Workers' longstanding struggle for justice in the fields. With the [CIW's second-ever corporate boycott](#) in full swing, Labor Day also provides a platform to take meaningful action in response to Wendy's unconscionable refusal to commit to the Fair Food Program, the groundbreaking worker-driven human rights initiative that is bringing an end to the gender-based violence, exploitation, and poverty that for decades remained the hallmark of agricultural labor in this country.

Wendy's participation in the Fair Food Program is necessary in order to reduce the market for growers that continue to abuse workers with impunity, and make human rights and Worker-driven Social Responsibility an industry standard. Therein lies the urgency of our call. As people of diverse faith traditions, and as people of conscience, we stand behind farmworkers' unrelenting and righteous pursuit of justice.

During Labor Day weekend this year, the CIW invites allies of faith to [incorporate the fight for Fair Food and the Wendy's Boycott into the weekend's religious services – through sermon, ritual, prayer, or another avenue – and then take to the streets](#) to show Wendy's that the longer they stall, the longer they delay – and thereby deny – justice, the louder and more insistent our call will be. If you are in the Southeast, we also encourage you to also extend the call to Publix Supermarkets, another Fair Food holdout.

The following guide includes resources such as service elements, sermon points, and links to supplemental texts, readings, and reflections that may be of use in your sacred gatherings. These resources are far from exhaustive, so we look forward to continue expanding them in the years to come.

This Alliance for Fair Food guide is complemented by Interfaith Worker Justice's excellent "Labor in the Pulpits/Bimah/Minbar" resources specific to various religious traditions, which can be found online [on IWJ's website](#).

**Compiled by the Alliance for Fair Food**

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# READING WITH BACKGROUND ON THE CIW

Labor Day is a time for us to celebrate the contributions of workers to our country and the continuing struggle for fairness and justice by and for them. The Coalition of Immokalee Workers (CIW) is a farmworker-based 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 in Immokalee – an agricultural town at the heart of Florida's tomato industry – starting in 1993, and reinforced with the creation of a national consumer network since 2000, the CIW's work has steadily grown over more than twenty years.

Most recently, as allies to the CIW, people of faith and consumers of conscience are invited to boycott Wendy's.

Wendy's stands alone as the last of the five major fast food corporations in the country to refuse to sign on to the Presidential Medal-winning Fair Food Program, an historic collaboration between farmworkers, growers, and 14 major corporate retailers that is preventing abuses in the fields and changing the lives of tens of thousands of farmworkers across the East Coast for the better.

Through the Fair Food Program, participating retailers pay a penny more per pound for the tomatoes they buy in order to raise farmworker wages. Retailers also commit to purchasing exclusively from growers that abide by the farmworker-designed human rights Code of Conduct. Since its inception in 2011, the Fair Food Program has distributed over \$26 million to farmworkers in Fair Food premiums, representing workers' first real wage increase in thirty years, and conducted worker-to-worker educations in tomato farms across Florida and six additional states along the East Coast. Called the "best workplace monitoring program" in the U.S. on the front page of the New York Times, the Fair Food Program has ushered in a transformation of human rights in the fields. It is ensuring never-before-seen rights, from access to shade and water to freedom from sexual harassment and modern-day slavery. Said one worker recently, "Our dignity has been restored."

Thanks to the Fair Food Program and the CIW's relentless organizing with the solidarity of consumers, Immokalee has evolved from being one of the poorest, most politically powerless communities in the country to become today an important presence with forceful, committed leadership of young, migrant workers forging a future of livable wages and modern labor relations in Florida's fields.

In March of 2016, the CIW launched its second-ever corporate boycott after Wendy's actively shifted its tomato purchases away from Florida to Mexico, following the implementation of the Fair Food Program. Rather than support growers and longtime suppliers setting new standards for human rights in the agricultural industry, Wendy's took its tomato purchases to an industry where wage theft, sexual violence, child labor, modern-day slavery, and other human rights abuses are endemic and go unchecked. For two

years, Wendy's defended their unconscionable purchasing shift, stating "We are quite happy with the quality and taste of the tomatoes we are sourcing from Mexico." Constant farmworker and consumer pressure then led Wendy's to announce in June of 2018 that, by early 2019, the company would source tomatoes exclusively from greenhouse growers with a vast majority operating in the U.S. and Mexico. Instead of fully embracing social responsibility and joining the Fair Food Program, however, Wendy's continues to rely on discredited, for-profit auditing firms that lack meaningful enforcement to monitor conditions at its new suppliers operations.

Wendy's approach to abuses in its supply chain is the company's Code of Conduct for suppliers. Developed without the input of workers, Wendy's code is no match for the Fair Food Program's gold standard of human rights protections. While Wendy's code merely 'expects' suppliers to comply with applicable laws and communicates no commitment to discontinuing purchases from suppliers that don't comply, the Fair Food Program thrives and succeeds on a worker-designed code, comprehensive third-party monitoring, and market consequences – that is, a commitment from 14 buyers to cut purchases from noncompliant growers. These elements constitute the Program, recently identified as "an international benchmark" in the fight against modern-day slavery by the United Nations. What's more, the Fair Food Program is eradicating sexual violence in agriculture by fostering a work environment in which women feel safe and men feel obliged to report abuse. Wendy's continued obstinacy in the face of verifiable change for tens of thousands of farmworker women betrays their unwillingness to support real liberation for women everywhere.

The CIW has already proven that the dream of dignity upheld in the fields is possible. Yet, more corporate retailers must join the Fair Food Program so that other states and crops adopt the same human rights standards. By presenting empty alternatives that do little to really protect workers' human rights, Wendy's undermines a vision in which all farmworkers can labor in an environment rooted in justice.

Wendy's participation in the Fair Food Program is critical to strengthening and expanding human rights for farmworkers and eliminating the alternative market their current purchasing practices are creating for less reputable growers.

As consumers and as people of faith allied with the CIW, we stand with farmworkers in their resounding call for justice by holding Wendy's accountable to the workers in its supply chain. Faith leaders and their communities have raised their voices in solidarity, with more than 160 religious figures from all over the country unifying in protest last January on the 20th anniversary of six Immokalee workers' momentous 30-day hunger strike. Thousands participated in the CIW's five-day Freedom Fast and Time's Up Wendy's March in Manhattan last March, as consumers demonstrated that the public would no longer support a company that ignores sexual violence in its supply chain. The Wendy's Boycott has been endorsed by the National Council of Churches, the Presbyterian Church (USA), the United Church of Christ, the Unitarian Universalist Association, the Christian Church (Disciples of Christ), T'ruah: the Rabbinic Call for Human Rights, and many more.

The sacred invitation is to say 'Yes!' to the boycott. As we celebrate Labor Day, we are called to say yes to solidarity with a group that is a prophetic presence in our world.

# ELEMENTS OF A SERVICE

The following prayers, activities, and rituals can be incorporated into your congregation's service on Labor Day weekend. They can also serve as inspiration for crafting elements appropriate to your faith tradition.

## OPENING WORDS

### Opening Words for Labor Day by Megan Dowdell

Note: The phrase "meeting house" can be replaced with "sanctuary."

We enter this meeting house for  
kindness and comfort.

May rough-worn hands and aching  
backs be healed.

We enter this meeting house of hope for  
equality.

May those who labor to survive live to  
know justice.

We enter this meeting house of love and  
vocation.

May our bonds of solidarity be  
strengthened.

We enter this meeting house of courage  
and friendship.

May we move hand-in-hand toward  
freedom.

# CENTERING MOMENT OR PRAYER

## + From the United Methodist tradition

Blessed are you, ever-creating God,  
in your image, our lives are made;  
in your glory, we offer all the work of our  
hearts and hands and minds.

Blessed are you,  
O God, now and forever!

Blessed are you whose work is repaid,  
for by your work, and by the payment  
you receive your lives and the lives of  
others around you and around the world  
are blessed.

We thank God for you day by day.  
Blessed are you whose work is unpaid,  
who offer what you can to enrich the  
lives of others, through time, talents,  
skill, strength, and love.

We praise God for your generous labor!  
Blessed are you who seek work but have  
not found it, or whose work now is not  
yet what it may be yet still you seek, that  
your gifts may be shared more fully.

We praise God for your diligent seeking  
and pray you may soon find!

Yours is the glory in their labors.  
Yours be the glory in all our lives, in  
Jesus' name.

Amen.

## + From the Unitarian Universalist tradition

Dear God,

Blessed are the change-makers! This  
day, as we approach Labor Day, we are  
invited to take specific action – to bear  
witness to the work of farmworkers who  
do the sacred work of feeding our  
nation. We ask for blessings upon them,  
especially those members of the  
Coalition of Immokalee Workers, who  
invite us into the vision of a Fair Food  
Nation and into deeper ways of living  
into our faithful (alternatively: conscien-  
tious) call to do justice. Embolden us as we  
pledge to accompany and be good allies  
to the Coalition of Immokalee Workers, for  
their work has made waves globally in a  
new model of Worker-driven Social  
Responsibility. Remind us that every  
Wendy's boycott pledged, letter  
delivered, faith witness attended, shows  
the power of people united in you, O Spirit  
of Love. It brings us that much closer to  
making earth a little more like heaven.

(Another option is to lead a  
guided meditation that takes people  
through the abusive reality of farmworkers  
in fields untouched by Fair Food Program's  
protections. The meditation would then  
lead to the hopeful vision of the "New  
Day" dawning and the call for consumers  
to commit to action for this New Day.)





# RESPONSIVE READING

+ "Blessed are the change-makers"  
by Rev. Allison Farnum

One: Blessed are the change-makers  
for faith in the face of apathy

All: Blessed are the change-makers  
who name oppression and inequality

One: Blessed are the change-makers  
For powerful courage and boldness

All: Blessed are the change-makers  
For nonviolence and compassion

One: Blessed are the change-makers  
knowing risk and sometimes failure

All: Blessed are the change-makers  
For trying again and again in love

One: Blessed are the change-makers  
for they are among you.

All: Blessed are the change-makers  
for you are among them

One: Blessed are the change-makers  
Rejoice and be glad

All: Amen and Blessed be!

# SERMON SUGGESTIONS

There are many possibilities for incorporating information about the CIW's history, the Fair Food Program, and the Wendy's Boycott into your Labor Day weekend sermon or homily.

In this section, we have included a set of suggested readings, followed by guiding questions you can use to build your sermon, a d'var Torah on Parsha Ki Tavo that can inspire a reflection on this year's Labor Day text, and a sermon previously delivered by Lupe Gonzalo, a CIW farmworker leader.

## Suggested Readings

We hope the following readings from the New Testament and the Qur'an might inspire reflection, illuminate the lessons of our traditions, and enlighten your path forward as you prepare for your sermon.

### From the Hebrew Bible

"Woe to him who builds his house by unrighteousness, and his upper rooms by injustice; who makes his neighbors work for nothing, and does not give them their wages..."  
Jeremiah 22: 13

### From the New Testament

"But be doers of the word, and not merely hearers who deceive themselves. For if any are hearers of the word and not doers, they are like those who look at themselves in a mirror; for they look at themselves and, on going away, immediately forget what they were like. But those who look into the perfect law, the law of liberty, and persevere, being not hearers who forget but doers who act--they will be blessed in their doing."  
James 1:21-25

### From the Qur'an

"I shall not lose sight of the labor of any of you who labors in My way, be it a man or a woman; for each of you is equal to each other in the sight of me." (3:195)

"Give just measure, and cause no loss [to others by fraud]. And weight with scales true and upright and withhold not things justly due to me, nor do evil in the land, working mischief." (26:181-183)



# General sermon guidelines

Sermon in a snap! Answer these questions and then quilt them together. You might find some pieces go better before another – play with it. Have a friend look it over for smooth seams.

1) What about your religious tradition informs this engagement – even, perhaps, requires it of you?

2) Why might it matter to those assembled in your faith community? How might it grow their faith and learning? If any key leaders or clergy in your tradition have been involved and written testimony or have videos/readings to send to you, include them.

If any key leaders in your tradition or denomination have endorsed the boycott, be sure to mention it! [Here is an updated list of the denominations, organizations, and individuals that have endorsed the Wendy's Boycott.](#)

3) How can the assembled take action this weekend and beyond? What calls you to involvement and allyship with the CIW? Share your story about how you are connected to the Fair Food movement.

4) Use CIW and AFF resources to educate the gathered about the CIW, the Fair Food Program, and Wendy's recalcitrance to join a proven solution to farmworker abuse.

+ The [CIW website](#) provides the most up-to-date information about the CIW's Fair Food Program and advancements in the Wendy's Boycott campaign.

+ The [Wendy's Boycott website](#) contains educational and action resources to bring the boycott to your community, including printable CIW- and boycott-specific handouts and flyers.

+ The [Fair Food Program's website](#) includes more background on the Program and statistics about the human rights results it has produced to date.

5) Invite the gathered to embody their faith by taking action in whatever public witness you have planned for Labor Day weekend: a picket outside your local Wendy's, an organized delegation to deliver a letter from the congregation to the Wendy's manager, or a postcard-signing drive right after worship. (An updated, printable manager letter can be downloaded from the [Wendy's Boycott website](#).)

Could you invite the assembled to take action as they engage in the weekly ritual/ liturgy you do during worship (candlelighting, communions, or offering time)?

Share/remind the gathered of the vision and how it would feel/ look/ be to have a real Fair Food Nation, one that's fair for workers and consumers alike.

## D'var Torah for a Jewish setting

"Gratitude demands a responsibility to end slavery in our fields"

A d'var Torah on Parsha Ki Tavo by Rabbi Elyse Wechterman

When you enter the land that God is giving you..., you shall take some of every first fruit of the soil, which you harvest from the land ... put it in a basket and go to the place where the Eternal your God will choose...and say to the priest, "I acknowledge this day before the Eternal your God that I have entered the land that the Eternal swore to our fathers to assign us." (Deuteronomy 26:1-3)

You shall then recite as follows before the Eternal your God: "My father was a fugitive Aramean. He went down to Egypt with meager numbers and sojourned there; but there he became a great and very populous nation. The Egyptians dealt harshly with us and oppressed us; they imposed heavy labor upon us. We cried to the Eternal, the God of our ancestors, and the Eternal heard our plea and saw our plight, our misery, and our oppression. The Eternal freed us from Egypt by a mighty hand, by an outstretched arm and awesome power, and by signs and portents, bringing us to this place and giving us this land, a land flowing with milk and honey. Therefore, I now bring the first fruits of the soil which You, Eternal One, have given me." (Deuteronomy 26:5-10)

In this week's parsha, Ki Tavo (Deuteronomy 26:1 – 29:8), the farmers of ancient Israel are commanded to bring the first produce of their fields to a nearby sanctuary and offer it as thanksgiving to God every year. This ritual, which is described in exacting detail, includes a recitation of the sacred history of the Israelite people and an acknowledgment that the fruits, though grown by the farmer, are, in fact, a gift from God who provided the land, the rain, the soil, the sun and even the seeds that the farmer cultivated. It is an expression of gratitude for the bounty of the earth and a recognition that the farmer himself is not the source of his own fortune.

Requiring an act of gratitude, a verbalized "thank you" to the source of our sustenance makes complete sense. It is important that we remember that we are not the source of our own blessings. But the text does not stop there. It continues, "And you shall enjoy.... together with the stranger in your midst the bounty that God has bestowed upon you and your household." (Deuteronomy 26:11)

Gratitude for our blessing brings with it an obligation to share that blessing. The ancient Israelites were not permitted to eat of their harvest until they shared it, with strangers in their midst. If our blessings do not come to us by our hand, then neither do they belong to us alone and must be shared with those less fortunate than us.

Gratitude brings with it responsibility – an obligation to make sure that we are not simply satisfied in our bellies but that, to the greatest extent possible, we ensure that the most vulnerable among us, the stranger, but also the orphan, the widow and the sick, are provided their most basic needs.

How utterly ironic, how shameful then, to learn that right now, in our country, it is the very people who bring us the food we eat, the very farmworkers whose hands pick the crops and whose bodies bow under the weight of bushels, who remain among the most vulnerable among us.

Slavery in the agricultural industry – yes slavery – exists all around us. The fruit on your table, the tomato on your sandwich, the milk in your cereal may very well have been brought to you through the hands of enslaved, forced, or exploited workers. The Global Slavery Index estimated that there were over 57,700 enslaved individuals in the United States in 2016 and another 376,800 enslaved workers in Mexico, where much of our produce and food comes from.

When we think of modern slavery we often think of children forced into sex trafficking – horrific, yes. But many of us can turn a blind eye or rest assured that we don't participate in that market so we are not at fault. But modern slavery exists in so many other industries which directly impact our lives: globally, slavery exists in the garment and clothing industry, the manufacturing world, mining, and many other industries that give us the products we use every day. Here in the US, it is agriculture workers that widely suffer indecent, inhumane and illegal labor practices. And we all eat fruits and vegetables.

This is why we must partner with organizations fighting against forced labor and inhumane practices in the fields like the Coalition of Immokalee Workers. The CIW, based in Immokalee, Florida is a worker-based human rights organization that has been organizing in the farm worker and migrant worker community since 1993. In the past twenty years, they have conducted education campaigns among their workers and created a unique partnership with food growers, retail buyers and consumers to eradicate forced labor, sexual harassment, human rights abuse and unfair labor practices in all of Florida's tomato fields. Their model – known as the Fair Food Program - requires growers to adhere to a worker-approved standards or risk exclusion from the markets to which they sell – markets that are made up of retail purchasers like grocery stores and fast foods chains across the country who know that their customers – that is us – won't buy food from them grown or picked by unfairly treated hands. Based on the threat of economic devastation the plan has worked. Most retail stores and fast food companies, with the notable exception of Wendy's, participate and guarantee that they will only buy tomatoes from Fair Food Program participating growers.

CIW's Anti-Slavery Campaign has uncovered, investigated, and assisted in the prosecution of numerous multi-state farm slavery operations across the Southeastern U.S., helping liberate over 1,200 workers held against their will since the early 1990's. With the implementation of their Fair Food Program CIW has achieved the ultimate goal of all anti-slavery efforts: prevention. To avoid the market consequences built into the FFP, including strict zero tolerance for forced labor, participating growers actively police their own operations, and the worker-to-worker education program at the heart of the FFP informs and empowers tens of thousands of workers to serve as real-time monitors to identify and expose perpetrators if any modern slavery operations were to arise.

Today CIW's Fair Food Program has expanded to fields outside of Florida and to crops beyond tomatoes. CIW's Worker-driven Social Responsibility model is being emulated and adapted to fight worker exploitation in settings as diverse as dairy farms in Vermont, tomato fields in Morocco, and apparel sweatshops in Bangladesh. The already

stunning success of CIW's model is now poised to serve as the foundation for even greater progress for low-wage workers, suppliers and corporate buyers in the years ahead.

It's a stunning success story built on the partnership of workers, growers, distributors and ultimately, consumers, like you and me. Ultimately, the entire system only works if we, those of us who eat the tomatoes and drink the milk demand that the retailers and suppliers we patronize participate in the Fair Food Program and others like it.

That means boycotting Wendy's until they sign on to the Fair Food Campaign; that means reading labels and checking to make sure your produce, dairy products and other foods come with a Fair Food Label; and that means remembering farm workers every time we say motzi or offer gratitude for a meal that we may have cooked, but that passed through many holy human hands before it reached our plate.

As we read in the parsha:

"The Eternal freed us from Egypt by a mighty hand, by an outstretched arm and awesome power, and by signs and portents, bringing us to this place and giving us this land, a land flowing with milk and honey. Therefore, I now bring the first fruits of the soil which You, Eternal One, have given me."

Before we can truly celebrate our deliverance, before we can truly enjoy the first fruits with wholeness and gladness and joy, we must work to ensure that everyone along the supply chain of our food are also free and able to join us at the laden and blessed table.

## CIW leader's sermon

"Harvesting fruits of dignity and justice"

A sermon delivered by Lupe Gonzalo, a CIW farmworker leader, at an inter-faith service for farmworker justice in July 2017 to conclude the [month-long Florida faith leaders fast](#).

Isaiah 58:6. Is not this the fast that I choose:  
to loose the bonds of injustice,  
to undo the thongs of the yoke,  
to let the oppressed go free...

Over 20 years ago, farmworkers in Immokalee decided to break these bonds Isaiah tells us about. And they searched not only for freedom, but to ascribe value to their dignity.

In 1997, six farmworkers undertook a fast that lasted more than 30 days in order to wake the conscience of growers about shameful wages and conditions. In doing so, they demonstrated to the world beyond what was then the forgotten town of Immokalee –

that behind the red, juicy tomato that appeared on their dinner plate were men and women facing conditions of grave exploitation.

These six farmworkers chose to use their own bodies to let their message be heard. Bodies that day after day confronted violence and misery in the fields.

Their sacrifice watered the ground of support from congregations in Naples and Ft. Myers. It created understanding, outrage, and determination among people beyond Immokalee. We are confident now because we have plowed this field before and the fruit is beautiful!

Thanks to the people of faith, students and consumers, we have been victorious, bringing 14 corporations to the table and 90% of the tomato growers in Florida. In this, we have started cleansing the land of injustice. We have sowed seeds that have started to bear the fruits of freedom, dignity, respect and hope.

The Fair Food Program is that seed that has now expanded its roots to six additional states on the East Coast. For the first time, farmworkers have the right to report abuses in the field, the right to protect their health and well-being, the right to drink water and to take rest without retaliation. Basic human rights.

But one of the most important changes is that women are now able to work free from sexual harassment. For so many years, we, women, have suffered in silence. We hushed ourselves in the face of violence and harassment for so many years. Thanks to the Fair Food Program, these tears have dried up and our dignity is no longer being stepped on.

These are the bonds that we have been able to break ourselves from in order to create a new day for justice. As Isaiah declares: "Then your light will break forth like the dawn, and your healing will quickly appear, then your righteousness will go before you, and the glory of the Lord will be your rear guard."

Although we have achieved changes with thousands of workers, it is outrageous to think there are corporations who ignore our humanity and only want to continue exploiting us workers for an economic gain.

But we know – we know that their willful disregard of farmworkers' humanity will not go unanswered. Your fast, your letters, and our protests answer such disregard with insistence that we believe that every person is a child of God and every person should be treated with dignity and respect.

Today we are here, breaking one more fast, a fast for justice, but we are also here to demand that Wendy's sign the agreement that guarantees protection for human rights, so that we as women no longer have to keep sacrificing our dignity in order provide food for our families.

For many years women have had to lower their head, to feed our children. Today thanks to the Fair Food Program, we are respected, and we are going united in solidarity with others who are still suffering violence. We are going to continue to fight for those who are under the bonds of injustice.

As the gospel of Matthew reminds us, it is about what we do when we see one another of us imprisoned, hungry, suffering. What we are doing is continuing to build a new kind of economy, a structural solution to the immoral operations of supply chains that chew up human beings.

And your witness as the religious community to this, your contribution to this movement, your willingness to unite together and stand shoulder-to-shoulder with us, demonstrates the kind of world God longs for.

A world where, in Isaiah's words, the "light will break forth like the dawn" and our common well-being is achieved.



Together, we are showing Wendy's that we are not alone and that we are not going to allow Wendy's to continue supporting violence against women. That we as women, as farmworkers, are not alone, and that we are stronger than ever. We are against violence.

In a few moments you will have the opportunity to write your own message to Wendy's, which we will deliver with flowers of hope during our protest this evening. Let your words come from deep within you, from that strong and loving place that caused you to take up this fast. Have confidence that your words will now join the fast you have taken to pierce through the callousness and fear that are driving Wendy's executives.

Let your hearts reach out and call upon them, human being to human being, to become part of this new world of justice we are creating together.

Now our voices sing the melody of hope, our tears have risen as strength. Violence against women must stop, and we are in on this path, let us keep fighting for justice and let God guide our path.

Because our God is God of Justice, a God of universal love. God will guide us, because just like us God believes in justice and in love for others.





# OFFERING OR TZEDAKAH

This week's service can include a special offering as a way to support the [Alliance for Fair Food](#) in our efforts to expand the Fair Food Program's protections to more workers by bringing Wendy's to the table.

If you and members of your faith community would like to make an ongoing gift as individuals, become a part of the [Fair Food Sustainer Program](#)!

Get in touch at [organize@allianceforfairfood.org](mailto:organize@allianceforfairfood.org) for more information.





## CLOSING WORDS, BLESSING, OR BENEDICTION

**"Now is the accepted time, not tomorrow, not some more convenient season. It is today that our best work can be done and not some future day or future year. It is today that we fit ourselves for the greater usefulness of tomorrow. Today is the seed time, now are the hours of work, and tomorrow comes the harvest and the playtime."**

**– W.E.B. Du Bois**

# VIDEOS



+ For a concise overview of the Fair Food Program's mechanisms to protect farm-worker rights, a three part series by CNN's Freedom Project (each ~4 min):  
<https://www.youtube.com/watch?v=Lp-KMHIUkPQk>

+ For a trailer of Food Chains, the documentary featuring the CIW available on Netflix and iTunes:  
<https://www.youtube.com/watch?v=lqZLrXVAde4>



+ For the short video of July 2017's Inter-faith Service for Farmworker Justice:  
<https://www.youtube.com/watch?v=TgYGU8REiAg&t=2s>

+ For an engaging short video featuring the CIW's massive Time's Up Wendy's march in NYC in March 2018: <https://vimeo.com/260867969>



# TAKE ACTION!

We encourage you to pair your education efforts on Labor Day weekend with a public witness. There are many ways to call upon Wendy's to join the Fair Food Program! The simplest and most effective way is to organize a demonstration and letter delivery at a local Wendy's. You can also support by giving financially. Depending on the location and passions of your faith community, you are called to undertake the following:

## Demonstrate at Wendy's!

- + Organize a sit-in, vigil, or spirited picket at a well-transited local Wendy's franchise. Your congregation can take the lead on coordination, or you can collaborate with local CIW allies and other local faith communities. Be sure to create plenty of colorful Boycott Wendy's signs and maybe even a large banner that clearly communicates your message. During the demonstration, a delegation should enter the restaurant to deliver a letter to the Wendy's manager. (An printable manager letter can be downloaded from the [Wendy's Boycott website](#).) The chant sheet on page 21 can provide guidance on how to make yourselves heard. You can end your picket with a line-up of speakers or a group prayer.
- + It's important to have flyers on hand to educate passersby. Print copies of page 20 to distribute in an area with high visibility and pedestrian traffic near the selected Wendy's restaurant.
- + Make sure to document your action! Before the event, distribute a press release to local news channels. During the event, use smartphones or cameras to take photos and videos and then share them to amplify your message via local media and social media using the #BoycottWendys hashtag.
- + Finally, send us a reportback at [organize@allianceforfairfood.org](mailto:organize@allianceforfairfood.org) so we can include it in the national CIW and AFF report!

Don't forget that the most profound events are those organized by your community for your community. Do you have a great idea for a peaceful public event that lifts the call for Wendy's to join the Fair Food Program that is not listed here? Pursue it! Grassroots-level faith organizing is vital to the success of this campaign.

Resources for these actions can be found on the Boycott Wendy's website [resource page](#). For support in planning, email us at [organize@allianceforfairfood.org](mailto:organize@allianceforfairfood.org).

## Financial Gifts

Your financial support helps make revolutionary change brought by the Fair Food Program possible! See page 15 for instructions on to make a one-time donation or a sustained monthly gift.

# ADDITIONAL LABOR DAY RESOURCES

While not CIW-specific, the following resources can be used in Labor Day services in conjunction with this Alliance for Fair Food guide.

- + [Interfaith Worker Justice](#) [“Labor in the Pulpits/on the Bimah/in the Minbar”](#) resources for Muslim, Buddhist, Protestant, Catholic, and Jewish contexts
- + [United Church of Christ](#) [Labor Sunday resources](#) including calls to worship, prayers, confessions and readings
- + [Unitarian Universalist](#) [perspectives and words](#) to use on Labor Day
- + [T’ruah: The Rabbinic Call for Human Rights’](#) [“The Other Side of the Sea” Haggadah on Modern-Day Slavery](#) provides an example of how these themes can be incorporated into services
- + [T’ruah: The Rabbinic Call for Human Rights’](#) [Fair Food for Kids](#) is a short curriculum that teaches children of all ages about the Fair Food Program’s protection of workers and the importance of equity and fairness
- + [United States Conference of Catholic Bishops](#) [annual Labor Day statements and pastoral aid resources](#)





# BOYCOTT

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?

Rather than participate in what was called the "best workplace-monitoring program" in the U.S. in the *New York Times*, **Wendy's ran from responsibility and abandoned the Florida tomato industry altogether.**

In response to increasing pressure from consumers to join the Fair Food Program, **Wendy's released a new code of conduct for its suppliers, a perfect example of the failed, widely-discredited approach to corporate social responsibility** that is completely void of effective enforcement mechanisms to protect farmworkers' human rights

For over three years, farmworkers and consumers have been demanding that Wendy's join its major competitors - Taco Bell, McDonald's, Subway and Burger King - in participating in the Fair Food Program. Yet, **Wendy's has instead consciously and shamefully opted to profit from farmworker poverty and abuse**, continuing to cling to the low-bar standards of the past when presented with an acclaimed and proven alternative.

**BIT.LY/BOYCOTT-WENDYS**

## HOW TO TAKE ACTION

### HARNESS THE POWER OF SOCIAL MEDIA



Tag your tweets and posts with these hashtags and handles:

**#BoycottWendys**, **#FairFoodNation**  
**@Wendys**, **@CIW**, **@FairFoodProgram**

### Here are two sample tweets for you to post:

I pledge to boycott **@Wendys** until the final fast food holdout joins **@FairFoodProgram**! [bit.ly/boycott-wendys](https://bit.ly/boycott-wendys) **#BoycottWendys**

**@Wendys**, your empty standards don't measure up to **@FairFoodProgram**! I won't buy until you sign! [bit.ly/boycott-wendys](https://bit.ly/boycott-wendys) **#BoycottWendys**

### ORGANIZE IN YOUR LOCAL COMMUNITY



Support the Wendy's general boycott by joining a local Fair Food Group! Contact us at [organize@allianceforfairfood.org](mailto:organize@allianceforfairfood.org) to connect with one in your area or start your own.

## COALITION OF IMMOKALEE WORKERS

The Coalition of Immokalee Workers (CIW) is a farmworker-led human rights organization recognized internationally for its achievements in social responsibility, human trafficking, and gender-based violence at work. 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. In 2015, the Program expanded beyond the Florida tomato industry to include seven states and three crops.

[WWW.CIW-ONLINE.ORG](http://WWW.CIW-ONLINE.ORG)

## ALLIANCE FOR FAIR FOOD

The Alliance for Fair Food (AFF) works in partnership with the CIW, building a vibrant, diverse national network that takes action in pursuit of fair wages and working conditions for farmworkers through the national Campaign for Fair Food.

[WWW.ALLIANCEFORFAIRFOOD.ORG](http://WWW.ALLIANCEFORFAIRFOOD.ORG)

## STUDENT/FARMWORKER ALLIANCE

The Student/Farmworker Alliance (SFA), is a national network of students and young people organizing alongside farmworkers to uproot exploitation in the fields and build a food system based in justice, respect and dignity for farmworkers.

[WWW.SFAALLIANCE.ORG](http://WWW.SFAALLIANCE.ORG)





## BOYCOTT CHANTS & GRITOS

### BOYCOTT / BOICOT

B-O-Y-C-O-T-T, penny-pincher,  
can't fool me  
W-E-N-D-Y, you ain't got no alibi  
Boycott... Wendy's  
Boycott... Wendy's

*(Repeat after each line)*

McDonalds, BK, Taco Bell  
These fast food giants know full  
well

The Fair Food Program is the way!

And so today we're here to say:

Boycott... Wendy's!

Boycott... Wendy's!

*(Repeat after each line)*

Wendy's, you are all alone  
With your frosty heart and your  
empty code  
We'll ignore your 4 for \$4  
Until you pay a penny more

*To the Tune of "Ain't No Mountain  
High Enough"*

(Oh Wendy's there)  
Ain't no burger square enough  
Ain't no excuses good enough  
Ain't no deal cheap enough  
To keep me from boycotting you

Heeeeey Wendy's, Wendy's,  
you better listen, listen,  
cuz we ain't buyin', buyin',  
til' you are payin', payin'  
a penny more!

Olé, olé, olé, olé / te ganará  
Olé, olé, olé, olé / ven firma ya

*To the Tune of Na Na Hey Hey (Kiss  
Him Goodbye) by Bananarama*  
Boycott Wendy's, boycott Wendy's,  
Hey, hey, hey... goodbye

B-O-Y, B-O-Y-C-O-T-T

Boycott ... Wendy's

Boycott... Wendy's

Cinco compañías ya,  
de comida rápida.

Wendy's, Wendy's donde estás?

¡Basta con tus mentiras!

Boicotea Wendy's!

Boicotea Wendy's!

Arriba, Abajo!

No seas tan gachol

Paga un centavo más

Demandamos dignidad!

### GENERAL

4 for \$4? How about one penny  
more?

Your burgers may be square  
But your food ain't fair!

Up, up, with the Fair Food Nation!  
Down, down, with exploitation!

J-U-S, J-U-S-T-I-C-E! What, we want,  
is justice in Immokalee!

What do we want? Justice!  
When do we want it? Now!

One! We are the people! Two! A  
little bit louder! Three! We want  
justice for farmworkers!

¿Qué queremos? ¡Justicia!  
¿Cuándo? ¡Ahora!

¿Cómo ganaremos? ¡Luchando!  
¿Cómo lucharemos? Duro, duro /  
duro, duro, duro!

¡Se ve! ¡Se sienten! ¡El pueblo está  
presente! ¡Se ve! ¡Se escucha! ¡El  
pueblo está en la lucha!

Aquí estamos, ¡y no nos vamos!  
Y si nos echan, ¡nos regresamos!

¡Alerta! ¡Alerta! ¡Porque ya se  
avicina / la lucha popular por una  
vida digna!

¡Ni lluvia, ni viento! ¡Detendrá este  
movimiento!

¡Las calles son del pueblo!

¿Y el pueblo dónde está?

¡El pueblo está en las calles  
exigiendo libertad!

¡No somos uno! Ni somos cien!  
Gente de Wendy's, cuéntenos bien!

Vamos compañeros,  
hay que tener un poco más  
de ganas.

Estamos todos juntos nuevamente.  
La dignidad del pueblo  
no se vende – ¡se defiende!

*(Repeat después de cada renglón)*  
Somos el pueblo

El pueblo bien fuerte

Luchando por justicia

Y una vida digna

The people, united, will never be  
defeated!

Hey, hey! Ho, ho! Exploitation's got  
to go! Ho, ho! Hey, hey! Wendy's,  
has got to pay!

Wendy's, you can't keep hiding, we  
the people are uniting!

Get up! Get down! Fair food has  
come to town!

Ain't no power like the power of  
the people 'cause the power of the  
people don't stop! Say what?

*(Repeat after each line)*

Everywhere we go

People wanna know t

Who we are

So we tell them

We are the people

The mighty, mighty people

Fighting for justice

And a living wage

Move Wendy's get out the way!

Get out the way and join the new  
day!

### ESPAÑOL

Wendy's, ¡escucha! ¡Estamos en la  
lucha!

¡El pueblo, unido, jamás será  
vencido!

CIW-ONLINE.ORG/BOYCOTTWENDYS

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