



BOYCOTT WENDY'S!

CIW-ONLINE.ORG/BOYCOTTWENDYS

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?

1 Wendy's ran from responsibility and abandoned Florida tomato growers who are doing the right thing.

Wendy's has not only refused to join the Coalition of Immokalee Workers' (CIW) Fair Food Program, but has stopped buying tomatoes from Florida altogether following the implementation of the Fair Food Program there. Rather than support U.S. growers setting new standards for human rights in the agricultural industry, Wendy's took its tomato purchases to Mexico, where the widespread denial of human rights in the produce industry was the subject of an in-depth exposé by the *Los Angeles Times* just one year ago.

2 Wendy's is championing the discredited practice of Corporate-led Social Responsibility.

Instead of joining the Fair Food Program and its widely-acclaimed, uniquely successful worker-led model of social responsibility, Wendy's released a new supplier code of conduct in November 2015 that contains no effective mechanisms for worker participation or enforcement. Wendy's new code represents the very worst of the traditional corporate approach to social responsibility driven by public relations concerns rather than the verifiable protection of human rights. From its vague "expectations" for ethical behavior from its suppliers to its toothless approach to consequences for suppliers who fail to meet those expectations, Wendy's latest corporate response simply doesn't measure up to the Fair Food Program.

3 Wendy's has opted to profit from farmworker poverty and abuse.

Of the five largest fast food companies, Wendy's is the *only* one not participating in the Fair Food Program. McDonald's, Taco Bell, Subway, and Burger King all pay a penny more per pound for their tomatoes to help alleviate farmworker poverty. They also buy only from growers who agree to protect their workers' human rights by complying with the Fair Food Code of Conduct. By refusing to participate, Wendy's is deriving a very real cost advantage over its competitors, while continuing to provide an alternative market for less reputable growers. In short, rather than do its part to end farmworker poverty, Wendy's has chosen to profit from it. To continue to cling to the low-bar standards of the past when presented with an acclaimed and proven alternative, one in which all its major competitors have agreed to participate, is morally indefensible.

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 "no longer purchases tomatoes from Florida."

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 online at ciw-online.org/boycottwendys. 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

In four short years of implementation, 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. Since the Program's inception in 2011, buyers have paid over \$20 million into the FFP. 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.

TAKE ACTION

**PLEDGE TO
BOYCOTT
WENDY'S!**

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WENDYS**



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