IS YOUR FOOD FAIR?

Partnering With Farmworkers to Cultivate Justice in the Fields

Presented by Sara Policastro and Carlos Izurieta
DC Fair Food

DC Fair Food is a chapter of the Alliance of Fair Food that works in solidarity, as allies, with the Coalition of Immokalee Workers. We educate and engage with the DC community about the conditions faced by farmworkers and the CIW’s model of worker-led, consumer powered social change. We believe that worker power is the foundation of a just food system that respects the dignity of all people.
Stories from the Fields
Whose Hands Picked Your Tomatoes?

- 90% of the nation’s winter tomatoes are picked in Florida
- Immokalee, Florida, is the home to many of the migrant community working in the fields – where trailers are commonplace homes
- Tomato pickers are paid per pound of tomatoes, and are therefore often not guaranteed a minimum wage
Labor, Wages, & the Tomato Industry

- Thirty years of stagnant prices ($0.50 per 32lb bucket)
- That’s 2.5 tons of tomatoes picked to earn minimum wage, or a typical 10 hour workday
- “Poverty among farmworkers is more than double that of all wage and salary employees.” (USDA, 2008)

|                        | Average Farmworker Salary, NAWS 2005 | 2007 Federal Poverty Guidelines, HHS | Living Wage for Immokalee, FL
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<tbody>
<tr>
<td>Individual income</td>
<td>$10,000 – 12,499</td>
<td>$10,210</td>
<td>$18,486</td>
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<tr>
<td>Household income</td>
<td>$15,000-17,499</td>
<td>$20,650 (family of four)</td>
<td>$44,993 (family of four)</td>
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Figure 1. Findings from the National Agricultural Workers Survey (NAWS) 2001-2002.
4:30 AM: Wake up. Prepare lunch in your trailer.

5:00 AM: Walk to the parking lot or pick-up site to begin looking for work.

6:30 AM: With luck, a contractor will choose you to work for him for the day. The job may be 10 miles to 100 miles away. Board the contractor’s converted school bus to go to the fields.

7:30 AM: Arrive at fields and begin weeding or simply waiting while the dew evaporates from the tomatoes. You are usually not paid for this time.

9:00 AM: Begin picking tomatoes – filling buckets, hoisting them on your shoulder, running them 100 feet or more to the truck and throwing the bucket up into the truck – all for a token worth, on average, 50 cents.

12:00 PM: Eat lunch as fast as you can, often with your hands soaked in pesticides. Return to work under the smoldering Florida sun.

5:00 PM Board bus to return to Immokalee. Between 5:30 and 8:00 PM, arrive in Immokalee and walk home.
About More Than Money

- Sexual Assault rates are higher than in nearly any other industry, reaching 80% for women in the fields.
- “pressure to exchange sex for daily work and other unwanted advances from supervisors are daily occurrences for farmworker women. Farmworker women are forced to choose between their dignity and feeding their families.” (Alex Hoey and Reyna Lusson)
- No guaranteed days off

Hear Alejandrini’s Story
Inspired by the unprecedented power of the #MeToo movement, Farmworkers, their families, and thousands of consumer allies will rally on March 15th in New York for the Time’s Up Wendy’s March.

They will join us to speak up, loud & clear, in support of farmworker women & their fundamental right to work free of fear and sexual violence.

We are calling out Wendy’s Board Chair Nelson Peltz, who has the power to end sexual harassment and assault in Wendy’s supply chain by joining the Fair Food Program, but refuses to comply.
The Fair Food Program
Who is the Coalition of Immokalee Workers?

- A worker-led coalition originally created to combat modern day slavery in the tomato industry
- Advocates for labor justice through increasing social responsibility at the top of the supply chain
The Fair Food Program

• Includes the Fair Food Code of Conduct which extends protections such for: minimum wage earnings and sexual abuse

• The Fair Food Standards Council, a third-party monitor created to ensure compliance with the FFP, conducts regular audits and carries out ongoing complaint investigation and resolution;

• Supported by the CIW which conducts worker-to-worker education sessions, held on-the-farm and on-the-clock, on the new labor standards set forth in the program’s
Campaigns for Justice
Who’s signed on?

- $15 million paid in Fair Food premiums
- 7,500 workers interviewed to share their stories
- 100,000 workers received know your rights materials
- 22,000 workers educated by the CIW face-to-face
- 600 worker complaints resolves
Wendy’s & Fair Food

- A 3 year campaign launched demanding that Wendy’s join its major competitors – Taco Bell, McDonald’s, Subway and Burger King – in participating in the Fair Food Program

- Instead of signing on to the Fair Food Program, Wendy’s released it’s own “Code of Conduct” which misses key protections like those against sexual assault

- Consumers have responded by not just speaking out against Wendy’s failed accountability but also through boycott
Faith & Fair Food

• 15 years ago clergy nationally strongly supported a CIW led fast asking Publix to join the Fair Food Program

• Faith leaders have been at the forefront amplifying voices of farmworkers throughout Florida

• YOU, your dollars, and your involvement are an important part of creating worker justice
Join Us
From March 11-15, farmworkers from Immokalee, together with their consumer allies, are launching the five-day Freedom Fast outside the Manhattan hedge fund offices of Nelson Peltz, Wendy’s largest shareholder and Chair of its Board of Directors. The Fast will demand that Wendy’s join the Fair Food Program, and will protest the ongoing human rights abuses faced by workers in Mexico’s produce industry where Wendy’s currently buys its tomatoes. The Freedom Fast will then culminate with a massive action on March 15 in the heart of Manhattan!
What can you carry?