



VICTORIES IN THE 'BOOT THE BELL' CAMPAIGN

Between 2001 and 2005, students at 25 colleges and high schools nationwide removed or blocked Taco Bell restaurants and contracts as part of SFA's "Boot the Bell" campaign. This incredible wave of student activism was a key factor leading to the CIW's victory in the Taco Bell Boycott in March 2005. At that time, more than 20 additional campaigns were underway on campuses from Texas to Maine to Idaho.

Nine national student organizations officially endorsed the Taco Bell Boycott, including: 180 Movement for Democracy and Education, Campus Greens, Movimiento Estudiantil Chicano/a de Aztlán (MEChA), Student Environmental Action Coalition, Student/Farmworker Alliance, Student Peace Action Network, Students Transforming and Resisting Corporations, Student Labor Action Project and United Students Against Sweatshops.

1. SUNFLOWER CATHOLIC SCHOOL

After meeting with workers in the spring of 2001, students and teachers at this high school in Tampa, FL mobilized to ensure that no Taco Bell products were sold on campus.

2. WEST HIGH SCHOOL

After meeting workers during the minitour in the fall of 2001, students at this high school in Denver, CO formed an Immokalee Support Group and succeeded in removing all Taco Bell products from their shelves.

3. CATHOLIC SCHOOLS OF THE DIOCESE OF GARY, INDIANA

Both students and administration of this large diocese - which includes 30 schools - worked together to remove all Yum Brands products from their schools' shelves after hearing about the Boycott in the fall of 2001.

4. UNIVERSITY OF CALIFORNIA - BERKELEY

Students mobilized to prevent a Taco Bell franchise from opening on campus after meeting CIW members during the fall 2001 minitour.

5. DUKE UNIVERSITY

Students met with university administration about the Boycott in the fall of 2001 and the university quickly agreed to remove all Taco Bell products from their shelves.

6. CALIFORNIA STATE UNIVERSITY - LOS ANGELES

In an interview with the Nation's Restaurant News, Dean Calvo, executive director of UAS (University Auxiliary Services, Inc.) acknowledged that "student protests did play a role in the UAS decision now to renew its contract with Taco Bell" at CSULA in the fall of 2001.

7. UNIVERSITY OF SAN FRANCISCO

In the spring of 2002, students organized to remove Taco Bell from their campus. According to the USF News Online, "a campus movement to break the university's tie with Taco Bell resulted in the removal of the chain."

8. MILWAUKEE AREA TECHNICAL COLLEGE

In the spring of 2002, MATC administrators were considering opening a campus Taco Bell franchise, but the chairman of the finance committee refused to allow the fast-food giant on campus, citing the boycott as the primary reason.

9. THE UNIVERSITY OF NOTRE DAME (TAKE 1)

Thanks in part to student indignation, UND administrators decided against bringing a Taco Bell franchise to campus in the spring of 2002.

10. SAMFORD UNIVERSITY

After a series of student-led protests and meetings with their administration, SU decided that the cost of keeping Taco Bell "was not proportionate to the revenue it... generated." The Taco Bell was replaced by a local, non-franchise taco shop.

11. CARMEL HIGH SCHOOL

Students at this high school in Illinois met with their principal in the fall of 2002 and succeeded in having all Taco Bell products pulled from their shelves.

12. MIDDLE TENNESSEE STATE UNIVERSITY

In the fall of 2002, three MTSU students joined workers in Immokalee, where they learned first-hand about farmworker exploitation. Returning to school determined to Boot the Bell, they met with the administration and the university quickly agreed to remove the franchise. The decision was officially announced in the school newspaper in an article titled: "Taco Bell contract to expire: Decision comes after boycott."

13. SAN DIEGO CITY COLLEGE

SDCC's MEChA chapter began mobilizing to Boot the Bell in the fall of 2002. Initially, the administration refused to work with students, but during the CIW's 10-day hunger strike at Taco Bell's headquarters in Irvine, CA, students turned up the heat with petition and protests and the administration subsequently agreed to remove the Taco Bell franchise from campus.

14. UNIVERSITY OF CHICAGO

In the spring of 2002, the UC Anti-Sweatshop Coalition organized an intense campaign to boot the bell from their campus. By the fall of 2002, administrators agreed to meet with students, stating that students had been successful in convincing the student body that Taco Bell was a "bad business decision." The franchise was removed shortly thereafter.

15. UNIVERSITY OF PENNSYLVANIA

After hearing about the Boycott in the fall of 2002, students mobilized to prevent a Taco Bell franchise from opening on campus.

16. UNIVERSITY OF MEMPHIS

In the fall of 2001, students began organizing to remove Taco Bell from their campus. After an extensive education campaign, petition drive, and meetings with administration and Aramark officials, students returned in the spring of 2003 to find that there was no longer a Taco Bell on campus.



17. UNIVERSITY OF MICHIGAN

In the fall of 2003, student government had spoken about passing a resolution to bring Taco Bell on campus. Student then mobilized on campus to table the resolution and were successful in blocking the restaurant.

18. LOYOLA UNIVERSITY

During a meeting with administration in the fall of 2003, Loyola Students Against Sweatshops convinced the university to honor the boycott by not putting a Taco Bell franchise on campus.

19. TAMPA PREPARATORY SCHOOL

After students mobilized around the Boycott, this high school's student council voted in early 2004 to refuse to allow Taco Bell to operate on campus.

20. UNIVERSITY OF TEXAS - SAN ANTONIO

After learning of their student government's plans to bring Taco Bell to campus, students involved with San Antonio MEXA quickly organized and blocked the proposed restaurant during the winter of 2004.

21. THE UNIVERSITY OF NOTRE DAME (TAKE 2)

In the fall of 2004, ND announced that a \$75,000 Taco Bell sponsorship of a post-football game radio show was canceled and Taco Bell could not sponsor Notre Dame nor use its logo because of student concern about the Boycott. In the spring of 2004, when the university initially refused to cancel the contract, 140 students went on hunger strike.

22. UNIVERSITY OF CALIFORNIA - LOS ANGELES

After several years of campaigning, students at UCLA were successful in getting ASUCLA, the body that oversees their campus restaurants, to remove Taco Bell from campus in October 2004. ASUCLA considered input from the CIW, Taco Bell and students.

23. CALIFORNIA STATE UNIVERSITY - SAN BERNARDINO

In November 2004, after gathering 1,500 petition signatures and receiving endorsements from three student and faculty bodies, campus activists at CSU-SB were informed that their Taco Bell restaurant would not be reopening for business with the rest of the Student Union, all of which had been closed for renovations.

24. PORTLAND STATE UNIVERSITY

In January 2005, PSU announced that Taco Bell would not return to campus the following academic year. John Eckman, chairman of PSU auxiliary services & overseer of the contract negotiation, explained that: "The conversations that I've had with people who are passionate have influenced the way we ask people to do business here on campus."

25. WASHINGTON UNIVERSITY - ST. LOUIS

Following a serious organizing campaign - including a campus-wide survey - students returned to WU in the spring of 2005 to find their Taco Bell restaurant had been removed.

