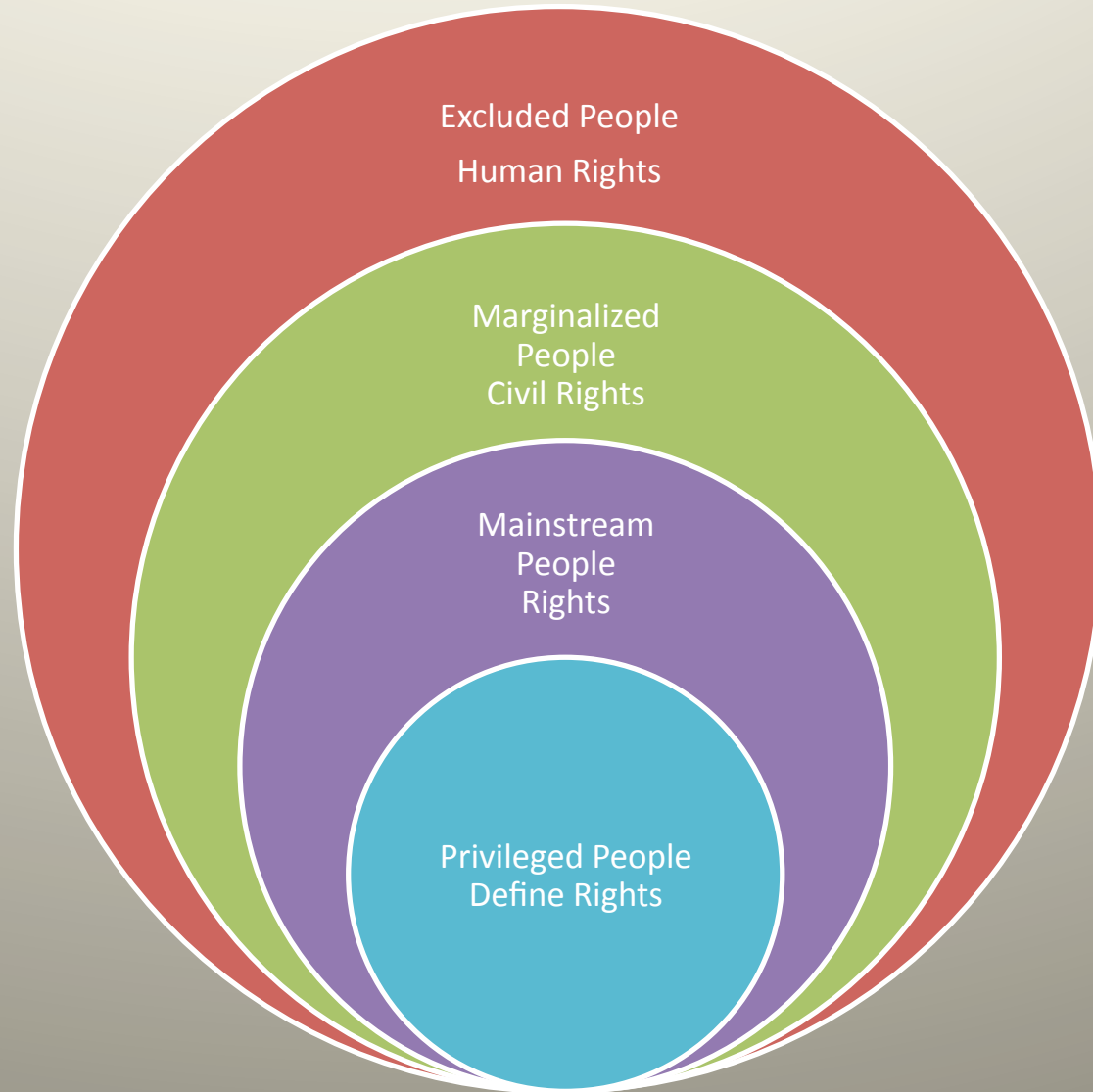


**THE COALITION OF IMMOKALEE  
WORKERS'**

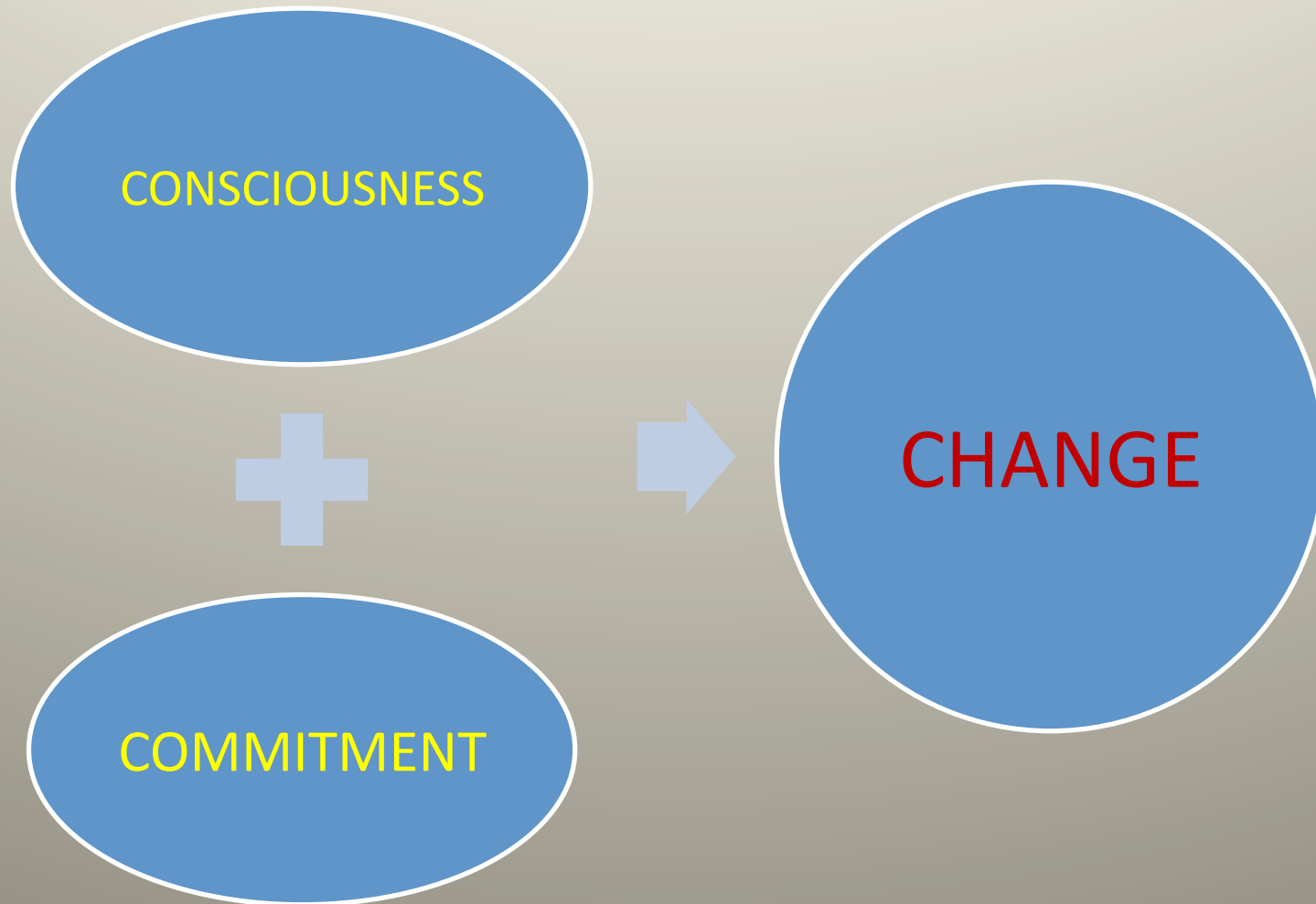
**FAIR FOOD CAMPAIGN**

**A HUMAN RIGHTS APPROACH  
TO BETTER LABOR RELATIONS**

# WHY HUMAN RIGHTS?



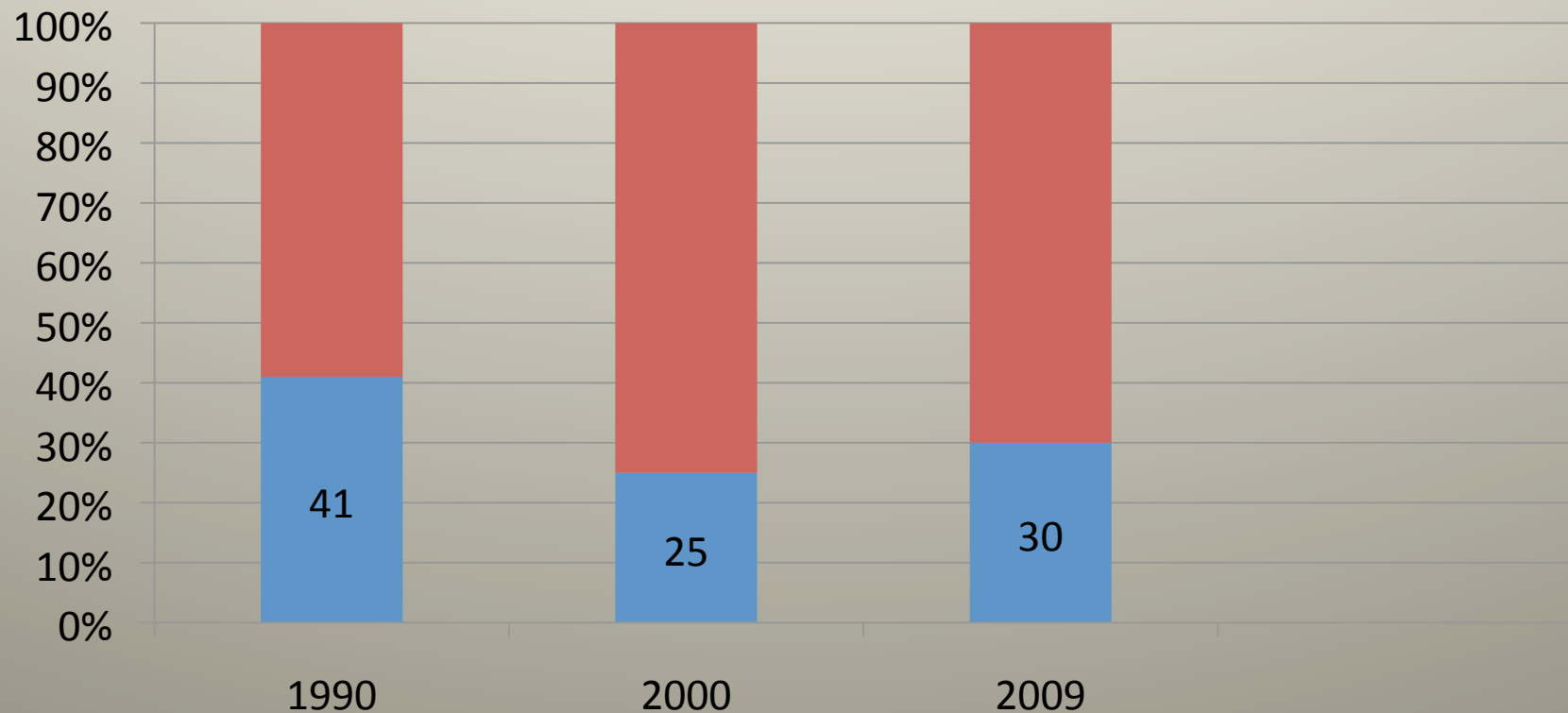
# ORGANIZING THE COMMUNITY AND THE CAMPAIGN



# WHO IS THE CAMPAIGN TARGET?

## Percentage of Tomato Retail Price Kept by Grower

Source: USDA



## FAIR FOOD CAMPAIGN AND PROGRAM

### Public Pressure on Brand

- Marches, Demonstrations, Theater, Petitions, Boycott
- Website (Information & Analysis) and Internet (Organizing)
- Coalitions with Students, Faith Groups, Unions and Consumers

### Negotiated Agreement with Brand

- Buyer Pays Fair Food Premium to Support Worker Bonus
- Buyer Purchases Only from Participating Growers
- Buyer Supports Fair Food Code of Conduct
- Buyer Shifts Purchases Away from Any Noncompliant Grower

### Effective Enforceable Change

- Worker Health and Safety Committees
- Worker Initiated Complaint Resolution System
- Freedom from Retaliation
- Wall to Wall, Worker to Worker Education Sessions on the Farm and on the Clock
- Elimination of “Cupping”
- Elimination of Joint Employer Issues



# Contact Information

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