



# BOYCOTT WENDY'S!

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**Join hundreds of 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 BOYCOTT WENDY'S?

**By failing to join the Fair Food Program, Wendy's supports an industry where abuse still happens to farmworkers.**

For over five years, Wendy's has ignored the demands of hundreds of thousands of farmworkers and consumers' for verifiable protections against sexual harassment, wage theft, forced labor and other human rights abuses in its supply chain. Of the big five fast-food companies, Wendy's is the only one not participating in the CIW's Presidential Medal-winning Fair Food Program (FFP). McDonald's, Yum! Brands, Subway, and Burger King all pay a penny more per pound for their tomatoes to help alleviate farmworker poverty. They also only buy Florida tomatoes from growers who agree to protect their workers' human rights by complying with the Fair Food Code of Conduct. By refusing to participate in the Fair Food Program, Wendy's has opted to profit from farmworker abuse and poverty by deriving a very real cost advantage over its competitors who have done the right thing.

**Wendy's continues to shift purchases without ensuring the protections of the Fair Food Program to the farmworkers who pick the corporation's tomatoes.**

Rather than participate in what has been called the "best workplace monitoring program in the U.S.," Wendy's ran away from their responsibility by switching their tomato purchasing from Florida to Mexico, abandoning the Florida tomato growers who are doing the right thing. When the CIW and consumer allies began to demand that Wendy's stop doing business with the abuse-ridden Mexican agricultural industry, Wendy's again shifted its purchases, this time purchasing from greenhouses in the U.S. and Canada. However, consumers know that greenhouses do not equal better working conditions for farmworkers and that the best way to end abuse in Wendy's supply chain is to join the Fair Food Program.

**Wendy's is opting for the discredited practice of Corporate Social Responsibility, instead of the proven solution designed by workers: Worker-driven Social Responsibility.**

In response to increasing pressure from consumers to join the Fair Food Program, Wendy's latest corporate code of conduct for its suppliers is a perfect example of the failed, corporate-controlled approach to social responsibility. 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 response simply does

## WENDY'S CAMPAIGN HISTORY

### OCTOBER 2005

In the wake of the first Fair Food agreement with Yum! Brands, CIW pens a letter to Wendy's asking them to follow the lead of Yum! Brand's. More letters follow as more 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 Broids campaign, calling on universities to remove Wendy's restaurants from their campuses until the company commits to joining the Fair Food Program.

### FEBRUARY 2015

Wendy's abandons its long-time suppliers in Florida rather than join the Fair Food Program and informs consumers that the corporation "no longer purchases tomatoes from Florida." Instead, the company shifts its purchases to the abuse-ridden Mexican agricultural industry.

not measure up. The Fair Food Program is a groundbreaking model for Worker-driven Social Responsibility, in which workers design and monitor the human rights standards in their workplace, and brands and retailers sign legally binding agreements with workers organizations to financially support and guarantee the implementation of those standards in their supply chains. Finally, monitoring and enforcement mechanisms ensure that workers are educated about their rights under the program, including a complaint mechanism which guarantees swift and effective action when workers identify abuses. Wendy's executives must understand the Boycott will only grow until they join the FFP.

## BOYCOTT WENDY'S!

Pledge your commitment to boycott Wendy's until the final fast food holdout joins the CIW's Fair Food Program. 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 to connect with someone locally or for more information at **[organize@allianceforfairfood.org](mailto:organize@allianceforfairfood.org)**.

## 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 \$28 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.

### MARCH 2015

The Student/Farmworker Alliance launches a national student boycott of Wendy's.

### MARCH 2016

One year later, the CIW launches a national consumer boycott of Wendy's in New York City, marking the beginning of the 10-day, five-city Workers' Voice Tour.

### MARCH 2017

The Return to Human Rights Tour visits 12 cities. Nineteen students at Ohio State University fast for one week after the university renews its Wendy's contract. The OSU fast triggers a rolling student fast at over a dozens universities and by faith groups across the country.

### FALL 2017

The CIW Women's Group launches the Harvest Without Violence campaign, calling for an end to sexual harassment and assault in Wendy's supply chain. Farmworkers build a mobile exhibit showcasing the abuses farmworker women face in the fields.

### MARCH 2018

Over 100 farmworkers and consumer allies participate in the five-day Freedom Fast outside of the Manhattan offices of Wendy's Board Chairman Nelson Peltz. During the fast, CIW delivers over 110,000 petition signatures in support of the boycott. On the final day, the fasters are joined by over 2,000 allies during the Time's Up Wendy's march.

### JUNE 2018

At its annual shareholder meeting, Wendy's announces that the company will source tomatoes from greenhouse growers in the US and Canada, without a commitment to the Fair Food Program.



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