Background: Tomato pickers in Florida face sweatshop conditions every day, including sub-poverty wages that have not increased in 30 years and the denial of basic labor rights: no right to overtime, to organize, or to benefits of any kind. In the most extreme cases, farmworkers face conditions of modern-day slavery.

By leveraging its high-volume purchasing power, Burger King plays an active role in creating the miserable conditions in Florida’s fields. The Coalition of Immokalee Workers (CIW) - an organization of mainly Latino, Haitian and Mayan Indian farmworkers - has established groundbreaking agreements with Yum Brands (parent company of Taco Bell, Pizza Hut and others) and McDonald’s to directly improve farmworker wages and working conditions in these companies’ tomato supply chains. Now, the CIW has called on Burger King to do the same.

Burger King, however, has publicly rejected the CIW’s demands to take responsibility for the human rights crisis in the fields where its tomatoes are harvested and has tried to deny the reality of the daily poverty and abuses endured by farmworkers.

Facing this historic opportunity to contribute toward a more modern and humane agricultural industry in Florida, Burger King has chosen business as usual over progress, continued exploitation over justice.

It’s time for Burger King to stand with Florida’s tomato pickers in their fight for fundamental human rights in the fields. Join us this November as we move Burger King to take that stand.

End Sweatshops in Florida’s Fields!

Friday, November 30

9-mile march to Burger King’s corporate headquarters
9:00am - 3:30pm
Gather at 200 S. Biscayne, near Bayfront Park
Join for entire march or the final mile!

& Major Rally at Burger King HQ
5505 Blue Lagoon Dr. at NW 57th Ave.
3:30pm
Featuring: Kerry Kennedy, Bishop Estevez, Labor Leaders, Local & Nat’l Bands & more!

Exploitation King

www.ciw-online.org

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