

FARM FRESH FLORIDA TOMATOES

**1¢
/LB.**

Could help put an end to the following conditions faced by FL tomato pickers:

STAGNANT, SUB-POVERTY WAGES

Workers are paid virtually the same piece rate (an average of 50¢ per 32 lb. bucket) as they were 30 years ago. At this rate, a worker must pick over 2.25 **TONS** of tomatoes to earn Florida minimum wage in a typical 10-hour workday. Most workers earn less than \$12,000 per year.

DENIAL OF FUNDAMENTAL LABOR RIGHTS

Farmworkers in Florida have no right to overtime pay, no health insurance, sick leave, paid vacation or pension, and no right to organize in order to improve these conditions.

MODERN-DAY SLAVERY

In the most extreme situations, workers are forced to labor against their will through the use or threat of physical violence. Since 1997, there have been nine cases of forced labor prosecuted in Florida's fields, involving over 1,200 workers.

**KROGER CAN HELP PUT AN END
TO THIS HARVEST OF SHAME!**



By leveraging its high-volume purchasing power, Kroger plays an active role in perpetuating farmworker exploitation. Today, however, change is underway.



Led by the Coalition of Immokalee Workers (CIW) — an internationally-recognized, award-winning Florida farmworker organization — a historic partnership of farmworkers, tomato growers, and eleven leading food corporations including McDonald's, Subway and supermarket chains Whole Foods and Trader Joe's is building a new tomato industry that advances the human rights and dignity of farmworkers.

Thanks to this Fair Food Program, a better tomorrow is on the horizon for tens of thousands of farmworkers. But the refusal of Kroger to participate threatens to undermine this progress.

**CALL ON YOUR LOCAL KROGER TO WORK
WITH THE CIW TO ENSURE DIGNITY AND
HUMAN RIGHTS FOR FARMWORKERS!**

For more information, visit WWW.CIW-ONLINE.ORG