

# 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.



The Coalition of Immokalee Workers (CIW) — an internationally-recognized Florida farmworker organization — has reached groundbreaking agreements with nine of the world's leading food retailers, including McDonald's, Subway and Whole Foods. Through these Fair Food agreements, these corporations are paying one more penny per pound for the tomatoes they buy directly to the workers who picked them and have established a stringent, worker-designed code of conduct in their tomato supply chains. In addition, recent historic agreements established between the CIW and major tomato growers promise to apply the CIW's Fair Food standards to virtually the entire Florida tomato industry.

Today, a better tomorrow is on the horizon for thousands of farmworkers. The only remaining obstacle to the full realization of this long-awaited, urgent change is the supermarket industry. To date, Kroger has refused to participate.

**CALL ON KROGER TO BE PART OF THE SOLUTION  
TO HELP END EXPLOITATION IN THE FIELDS  
ENTERING INTO AN AGREEMENT WITH THE CIW!**

For more information, visit [WWW.CIW-ONLINE.ORG](http://WWW.CIW-ONLINE.ORG)