



Publix
supermarkets

fresh
TOMATOES*

* may be harvested by Florida farmworkers laboring under the following conditions:

sub-poverty wages

Workers are paid virtually the same piece rate (50¢ per 32-lb. bucket) as they were in 1978. At this rate, a worker must pick nearly 2.5 TONS of tomatoes to earn Florida minimum wage in a typical workday.

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 & sexual harassment

In the most extreme cases, workers are forced to labor against their will through the use or threat of physical violence. Since 1997, federal civil rights officials have successfully prosecuted 7 slavery operations in Florida's fields, involving over 1,200 workers. Female farmworkers routinely face sexual harassment at the hands of their employers.



It's time for
Publix to be
part of the
solution to
end this
**HARVEST of
SHAME**



While these conditions are still the everyday reality for many workers, a New Day in the fields is underway – one which promises to end Florida's harvest of shame once and for all.



Following over a decade of education, outreach, and action in its Campaign for Fair Food, the Coalition of Immokalee Workers (CIW) – an internationally-recognized farmworker organization – has developed the Fair Food Program, an historic partnership between farmworkers, tomato growers, and ten leading food corporations. Through their commitment to the Program, these corporations – among them McDonald's, Subway, Whole Foods,

and Trader Joe's – are paying a one cent premium towards increased farmworker wages, demanding more humane labor standards from their Florida tomato suppliers, and buying only from growers who meet those higher standards. Through the Fair Food Program, farmworkers, growers, and major tomato buyers are building a new tomato industry that respects and advances the human rights and dignity of farmworkers.

Yet, in the face of these historic advances, Publix, Florida's largest privately-owned company, has for three years refused to even sit at the table with farmworkers to discuss entering into an agreement that would guarantee fair wages and dignified working conditions for the tomato pickers in its supply chain. At the table is a proven model, backed by the expertise of the CIW and the tomato industry itself, and a tremendous opportunity for Publix to play a major role in advancing the principles of Fair Food throughout Florida's fields.

Will Publix continue to turn a blind eye to abuses in its supply chain, or will it seize the opportunity to be part of the solution to Florida's longstanding history of farmworker exploitation? *The decision has never been easier.*

for more information visit www.ciw-online.org