



So you have a Taco Bell on campus? You can have a huge impact on the national campaign by bootin' that sucker right out of there!

First, find out if your school has a food service provider such as Aramark or Sodexo. Next, research which person and/or office is in charge of food service and able to make decisions about Taco Bell's contract. Before you meet with them, make sure you have a solid foundation of support and be prepared to organize relentlessly around the issue. When you're ready, meet with the decision-maker and lay down your case for terminating Taco Bell's contract. Bring literature and be well-versed on the issues. Find out what the decision-makers are requiring to break the contract, then meet the criteria. Be careful, though. Meeting those criteria does not necessarily mean that the administration will keep their word, so be prepared to apply increasing pressure until you win. This could mean many things: student petitions, letters of support from the community, protests, sit-ins, or other forms of nonviolent direct action.

Contact your local allies and devise strategies to keep the pressure on your administrators. Also, make sure and contact us at SFA, and we'll coordinate tons of support for your campaign from around the entire country.

For more information and resources on Booting the Bell, visit the SFA and CIW websites.







The Student/Farmworker Alliance (SFA) is a decentralized network of student and youth activists who stand in solidarity with farmworkers as they struggle to gain respect, fair wages and an end to sweatshop conditions and slavery in the fields of the United States.

The network is comprised of youth at over 300 universities, 50 high schools and 11 national student organizations. SFA works with youth to organize national speaking tours, major marches and protest actions, and plays a leading role in the Taco Bell boycott.

To find out about the most recent developments in the boycott, and to network with other student activists, join the SFA listserv by sending an email to:

bootthebell-subscribe@yahoogroups.com

BOOT THE BELL SUCCESSES

-  Students have already removed or prevented 19 Taco Bells from doing business on their campuses, including Duke University, U. of Chicago, and Notre Dame.
-  11 national student organizations have endorsed the boycott, including United Students Against Sweatshops, Campus Greens, Student/Environmental Action Coalition, the Student/Labor Action Project and MEChA.
-  The Gary Diocese in Indiana has taken action to ensure that no YUM Brands products are sold in their Catholic schools, including 30 high schools.
-  Students at over 350 universities and high schools are currently organizing around the boycott. Over 30 schools have active Boot the Bell Campaigns on their campuses and more sign on every day!



THE STUDENT / FARMWORKER ALLIANCE : SOLIDARITY IN ACTION

As students and young consumers, we have a key role to play in the struggle for farmworker justice, fair food, and corporate accountability. Here are some basic ideas for starting a Taco Bell Boycott campaign in solidarity with the Coalition of Immokalee Workers (CIW), a grassroots organization in Southwest Florida. Several tips for organizing are outlined inside, including:

**NETWORKING
PROMOTION
TEACH-INS
FUNDRAISING
PROTESTING
OTHER ACTIONS
BOOT THE BELL**

If you organize a campaign, please let us know; we're here to help you in any way we can!

**Email - organize@sfalliance.org
Phone - 239.657.8311**

Also, remember to check the Student/Farmworker Alliance (SFA) website at www.sfalliance.org for updated resources and information.

BOYCOTT TACO BELL!