

When God's people cried out from slavery in Egypt, God heard their cry and called Moses to help lead them out of their bondage.

Today, people again call out from modern-day slavery and sweatshop conditions. Just as God heard the cry of the Israelites, we know that God now hears the cry of the people who work under slave conditions or without the dignity of a livable wage.



People who pick our fresh tomatoes have been paid 40-45 cents per 32-lb bucket of tomatoes since 1978. To earn \$50 in one day, they must pick 2 TONS of tomatoes. They work 10-12 hour days without overtime pay, health insurance, sick days, nor the right to organize. In the most extreme cases, workers are held in modern-day slavery: forced labor camps with violence or guards to prevent them from escaping.

On Saturday, March 12, you are invited to join farmworkers, religious leaders, people of faith from around the country, actor Martin Sheen, and others in calling upon Yum Brands to respect human dignity in its tomato supply chain.

Yum Brands, the parent company of Taco Bell and the world's largest restaurant company, is a major buyer of tomatoes and uses its volume purchasing to drive down tomato prices. Farmworkers are asking Yum to ensure basic human rights standards for those who pick tomatoes in their supply chain.

The Taco Bell boycott has been endorsed by the National Council of Churches, the Presbyterian Church (U.S.A.), the United Methodist Church, the United Church of Christ, the Christian Church (Disciples of Christ), Alliance of Baptist Churches, Pax Christi USA and International, the Unitarian Universalist Service Committee, Episcopal Migrant Ministry, Bishop John Nevins, DD (Diocese of Venice, FL), and the American Friends Service Committee.

Find more information and details for March 12th at www.ciw-online.org or www.pcusa.org/boycott or call 502-454-3400x1022 or 239-986-0688.



For Such a Time as This...

March 12th Rally at Yum Brands

Every so often there are moments in history when we have the opportunity to make a difference...

Three and half years ago, the Coalition of Immokalee Workers (CIW), farmworkers who pick tomatoes in Florida, called for a national boycott of Taco Bell. Tomato pickers earn 40-45 cents per 32 pound bucket of tomatoes they pick. They must pick two tons of tomatoes to earn just \$50 in one day and receive no overtime pay despite 10-12 hour days, no health insurance, no sick days, and have no right to organize. Even worse, the CIW has helped the Department of Justice uncover and prosecute five cases of modern day slavery (in which workers are held against their will in camps and forced to work, often with violence or threats of violence) in the agricultural industry since 1997, freeing over 1000 workers.

Yum Brands, Taco Bell's parent company, is the world's largest restaurant system and a major buyer of Florida tomatoes. Yum pools the purchasing of its five restaurant chains to have the volume necessary to drive down the prices it pays for its supplies. The CIW is asking Yum Brands to take responsibility for the exploitation of farmworkers that produces such artificially cheap tomatoes.

We are at a critical moment. Because of consumer pressure, Yum Brands has moved from initial non-responsiveness to some dialogue with the workers. Now, more than ever, Yum Brands needs to hear a call to take the next step and ensure change in the fields of its supply chain.

On Saturday, March 12th, please join the CIW, national church leaders, students, human rights leaders, musicians, **and actor Martin Sheen for a peaceful mass rally at 12 noon at Yum Brands headquarters, 1441 Gardiner Lane, Louisville, KY.**

In the book of Esther, Mordecai suggests to the Queen that perhaps she has been placed in her position in order to prevent the destruction of her people. "At such a time as this" we must decide if we will use our position as consumers to bear witness to the just world God intends. Yum Brands must also decide: Will this be the year it chooses to use its power to end the exploitation?

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