



mass demonstration saturday, march 12 12pm

outside yum! brands offices
1441 gardiner lane - louisville, ky

actor and activist martin sheen comes to louisville...

...to join florida tomato pickers and thousands of their supporters in calling on yum! brands, the world's largest fast food corporation, to take responsibility for the sweatshop-like conditions in their supply chain.

Farmworkers who pick tomatoes for Taco Bell and Yum! Brands work in sweatshop conditions, earning 40-45 cents for every 32 lb. bucket they pick - a wage that has remained essentially the same for over 25 years. At this rate, they must pick and haul 2 tons of tomatoes to earn \$50 in one day. They receive no benefits, are denied, by law, the right to form a union, and often have to work overtime with no overtime pay. According to the Department of Labor, farmworkers earn a median income of \$7,500 per year.

In 2001, the Coalition of Immokalee Workers (CIW), a Florida-based farmworker organization, launched a national boycott of Taco Bell, calling on the fast food company to take responsibility for the human rights abuses in its supply chain. To date, Taco Bell and Yum! Brands (owner of **Taco Bell**, **Pizza Hut**, **Kentucky Fried Chicken**, **Long**

John Silver's and **A&W Restaurants**) have yet to take concrete steps to ensure that the tomatoes they use in their products are free of sweatshop labor.

Support for the Taco Bell boycott is expanding at a rapid pace across the country, particularly on college campuses, where the Student/Farmworker Alliance's (www.sfalliance.org) "Boot the Bell" campaign has become one of the fastest-growing movements for social justice today. Most recently Cal State San Bernardino, UCLA and the University of Notre Dame have moved to end their relationships with Taco Bell in response to student support for the boycott. They join 18 other schools in an unprecedented wave of student-led activism, demanding that Taco Bell clean up human rights abuses in its supply chain if it is to do business on their campuses.



end sweatshops
in the fields!

www.ciw-online.org

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