

Dear Giant Manager:

As a conscientious Giant customer and supporter of the Coalition of Immokalee Workers' (CIW) groundbreaking Fair Food Program, **I am writing to ask that Ahold USA (parent company of Stop & Shop, Giant Food, Martin's and Peapod) commit to work with the CIW** – an internationally recognized, award-winning farmworker organization – **to help end forced labor, poverty wages and other human rights abuses historically faced by farmworkers harvesting tomatoes for the U.S. retail food industry.**



The Florida tomato industry produces virtually all of the fresh, field-grown tomatoes in the U.S. from October through June each year, including the tomatoes for sale in many of your stores.

For decades, Florida's farmworkers faced poverty wages and daily violations of their basic rights – including, **in the most extreme cases, actual situations of modern-day slavery** – in order to harvest the food on our plates. **This human rights crisis in Florida's fields is well-documented, and conditions facing farmworkers who harvest your company's tomatoes are as urgent as they are appalling.**

Today, however, a new day in the fields is underway. An historic partnership among farmworkers, tomato growers, and ten leading food corporations – among them McDonald's, Subway, Whole Foods Market and Trader Joe's – is building a new tomato industry that advances the human rights and dignity of farmworkers.

These corporations have committed to the **Fair Food Program**, through which they are demanding more humane labor standards from their Florida tomato suppliers, paying a premium for more fairly produced tomatoes, and buying only from growers who meet these higher standards.

Ahold's empty promise of self-monitored social responsibility stands in stark contrast to this real partnership under the banner of the Fair Food Program. Ahold's current approach eschews transparency, rejects meaningful worker participation and, most of all, spurns any lasting commitment to the Fair Food Program, thereby threatening to undermine this genuine program to expand human rights in agriculture.

It is imperative that Ahold work with the CIW to ensure human rights and fair wages for tomato pickers. Your company's leadership is necessary to sustain this new, cooperative effort to end Florida's agricultural human rights crisis once and for all.

For more information, please contact the Coalition of Immokalee Workers at 239-657-8311 or workers@ciw-online.org.

Thank you,