

FARMWORKER FREEDOM MARCH

FRI., APRIL 16 - SUN., APRIL 18

Join farmworkers and their allies from around the state and country as we call on Publix to end the human rights crisis in the fields!



ciw-online.org

Sun. 4/18 2-MILE MARCH & RALLY/CONCERT

LaKeland, FL | 1:30PM MARCH / 3:30PM RALLY

March from Publix on 2518 S. Florida Ave. to Munn Park

Fri. 4/16

10-MILE MARCH FROM DOWNTOWN
TAMPA TO PUBLIX

9:30am Downtown kickoff rally
6:00pm March ends with picket
at Temple Terrace Publix
(5450 E. Busch Blvd.)

Sat. 4/17

10-MILE MARCH FROM PLANT CITY
TO PUBLIX CORPORATE HEAD-
QUARTERS (LAKEland)

9:30am March begins with picket
at Plant City Publix
6:00pm Prayer vigil at headquarters

Florida tomato pickers labor in sweatshop conditions each day, including:



SUB-POVERTY WAGES

Workers are paid virtually the same piece rate (about 45¢ per 32-lb. bucket) as they were in 1978. At this rate, a worker must pick over 2.5 **tons** of tomatoes to earn minimum wage for a 10-hour workday.



DENIAL OF FUNDAMENTAL RIGHTS

Florida farmworkers are excluded from many basic human and labor rights, including the right to organize and the right to overtime pay.



MODERN-DAY SLAVERY

In the most extreme cases, workers are held and forced to work against their will through threats and violence. There have been seven federally-prosecuted cases of modern-day slavery in Florida's fields since 1997 involving a total of over 1,000 workers.

By leveraging their high-volume purchasing power, corporations like Publix – with nearly \$25 billion in sales in 2009 – play an active role in farmworker exploitation.

Through its "Campaign for Fair Food," the Coalition of Immokalee Workers (CIW), a Florida farmworker organization, is changing this reality. The CIW has struck agreements with seven food industry leaders – including McDonald's, Subway, and Whole Foods – to directly improve farmworker wages and working conditions, thereby eliminating the poverty and powerlessness at the root of modern slavery.

Publix, however, has refused to similarly take responsibility, continuing to purchase tomatoes from the very two farms tainted by a 2008 federal prosecution for farmworker slavery.

On April 16-18, farmworkers and their allies will take the movement for farmworker justice to the streets.



**JOIN US FOR THE ENTIRE MARCH, FOR
SEVERAL MILES ALONG THE WAY, OR FOR THE
RALLY AND CONCERT!**

For more information, including transportation from cities across the state, visit www.ciw-online.org/freedom_march
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