

Friday, April 16-Sunday, April 18

# FARMWORKER FREEDOM MARCH



## FREEDOM FROM FORCED LABOR, POVERTY AND ABUSE

Join farmworkers and their allies as we take the movement for farmworker justice to the streets and call on Publix to end the human rights crisis in Florida's fields!

**SUNDAY, APRIL 18**

## MARCH & RALLY, Lakeland

**1:30pm** Gather at Publix at 2518 S. Florida Ave., followed by a 2-mile march to Munn Park

**FEATURING LIVE MUSIC FROM GRASSROOTS TRADITIONS AROUND THE GLOBE!**

**LAST CHANCE TO SEE THE FLORIDA MODERN-DAY SLAVERY MUSEUM! ON DISPLAY AT MUNN PARK 3-6PM**

**FRI. 4/16**

**10-MILE MARCH, DOWNTOWN TAMPA  
TO PUBLIX IN TEMPLE TERRACE**

9:00am Downtown kick-off rally

6:00pm March ends with picket at Publix

**SAT. 4/17**

**10-MILE MARCH FROM PLANT CITY TO  
PUBLIX HEADQUARTERS (LAKELAND)**

9:30am March begins at Plant City Publix

6:00pm Prayer vigil at Publix headquarters

**Join us for the entire march or for the culminating events in Lakeland!**

Transportation is being organized from cities around Florida and the country, and limited scholarships may be available for low-income communities and students. For more info, contact [march@ciw-online.org](mailto:march@ciw-online.org).

## BACKGROUND

Farmworkers who pick tomatoes for the corporate food industry are among the country's worst paid, least protected workers. They labor for sub-poverty wages that have not changed significantly in 30 years, are excluded from basic labor and human rights, and, in the most extreme cases, face conditions of actual modern-day slavery, forced to work against their will through threats and violence. There have been seven federally prosecuted cases of forced labor in Florida's fields since 1997, involving a total of over 1,000 workers.

Retail food corporations such as Publix have the responsibility to change this grim reality due to their high-volume, low-cost purchasing practices. In a 2004 study, Oxfam America wrote, "squeezed by the buyers of their produce, growers pass on the

costs and risks imposed on them to those on the lowest rung of the supply chain: the farmworkers they employ."

Through a national Campaign for Fair Food, the Coalition of Immokalee Workers (CIW), a Florida farmworker organization, has struck agreements with eight 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-day slavery.

Publix, however, has refused to take similar responsibility. Instead, Publix continues to purchase tomatoes from two farms tainted by a 2008 farmworker slavery prosecution, and has ignored calls from workers and consumers to be a part of ending Florida's "harvest of shame."

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