



Publix
supermarkets

fresh **TOMATOES***

* may be harvested by Florida farmworkers laboring under the following conditions:

sub-poverty wages

Workers are paid virtually the same piece rate (40-50¢ per 32-lb. bucket) as they were in 1978. At this rate, a worker must pick 2.5 TONS of tomatoes to earn Florida minimum wage in a typical 10-hour workday.

denial of fundamental labor rights

Farmworkers in Florida have no right to overtime pay, no health insurance, sick leave, paid vacation or pension, and no right to organize in order to improve these conditions.

modern-day slavery

In the most extreme cases, workers are forced to labor against their will through the use or threat of physical violence.



It's now time
for Publix to
be part of the
solution to
end this
**HARVEST of
SHAME**



In recent years, however, a new hope has emerged that promises to end Florida's harvest of shame once and for all. The Coalition of Immokalee Workers (CIW) - an internationally-recognized farmworker organization - has reached ground-breaking agreements with many of the world's leading food retailers: fast food corporations McDonald's, Burger King, Subway and Yum Brands (parent company of Taco Bell);

supermarket chain Whole Foods; and foodservice providers Bon Appétit and Compass Group. In these agreements, corporations commit to paying one more penny per pound for the tomatoes they buy directly to the workers who picked them and to establish a code of conduct in their supply chain to ensure that workers are being treated with dignity. To date, three Florida growers, including Florida's third largest tomato grower East Coast Growers and Packers, have committed to work together with these companies to implement these fair food agreements.

Publix, Florida's largest privately-owned company with sales of more than \$12 billion during the first half of 2009, refuses to enter into an agreement with the CIW to guarantee fair wages and dignified working conditions for the tomato pickers in its supply chain. What's more, Publix continues to purchase tomatoes from two Immokalee-based tomato farms where the victims in last season's brutal slavery prosecution worked picking tomatoes.

Publix now has two options:

- 1 CONTINUE TO TURN A BLIND EYE**
to the exploitation of farmworkers in its supply chain
- 2 BE A PART OF THE SOLUTION TO HELP
END THE HARVEST OF SHAME**
by entering into an agreement with the CIW

The decision has never been easier.

for more information visit **www.ciw-online.org**