

**Dear Kroger Manager,**

As a conscientious customer of a Kroger-owned supermarket and supporter of the Coalition of Immokalee Workers' (CIW) groundbreaking Fair Food Program, **I am writing to ask that The Kroger Co. 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 eleven 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.

**The Kroger Co.'s empty references to unilateral “investigations” and to the company's own code of conduct stand in stark contrast to the urgency of the human rights crisis in Florida's fields and the real partnership with farmworkers required to address this crisis. Kroger's “code of conduct” stood by in silence for decades while Kroger continued to purchase and profit from produce harvested under conditions of poverty, degradation, and abuse.**

**It is imperative that Kroger 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](mailto:workers@ciw-online.org).

Thank you,