For decades, Florida’s farmworkers faced poverty wages and daily violations of their basic rights in order to harvest the food on our plates:

**STAGNANT, SUB-POVERTY WAGES**
Florida tomato harvesters are still paid by the piece. The prevailing piece rate today is 50 cents for every 32-lbs of tomatoes a worker picks, a rate that has remained virtually unchanged since 1980. As a result of that stagnation, a worker today must pick nearly 2.5 tons of tomatoes to earn minimum wage in a typical 10-hour workday – twice the amount a worker had to pick to earn minimum wage thirty years ago.

**DENIAL OF FUNDAMENTAL LABOR RIGHTS**
Florida farmworkers have no right to overtime pay, no benefits and no right to organize in order to improve these conditions.

**MODERN-DAY SLAVERY**
In the most extreme cases, workers have been forced to labor against their will through the use or threat of physical violence.

The Coalition of Immokalee Workers’ (CIW) Fair Food Program, a historic partnership among farmworkers, tomato growers, and eleven leading food corporations is building a new tomato industry that advances the human rights and dignity of farmworkers while strengthening the sustainability of the entire industry.

By committing to the Fair Food Program, corporations are demanding more humane labor standards from their Florida tomato suppliers, paying a small premium to improve workers’ pay and purchasing exclusively from growers who meet the Program’s higher standards.

Of the five largest fast food corporations in the country — McDonald’s, Subway, Burger King, Taco Bell (Yum! Brands), and Wendy’s — Wendy’s is the only one not participating in the Fair Food Program. Sustainable restaurant leader Chipotle Mexican Grill also participates.

As Wendy’s positions itself to implement sustainable practices and promote its sourcing of “honest ingredients,” it must realize that respect for human rights and worker participation are integral components of the genuine sustainability that today’s consumers expect and demand.

The Fair Food Program is a proven model, backed by the expertise of the CIW and the Florida tomato industry itself, that offers Wendy’s a tremendous opportunity to become, without incurring any competitive disadvantage, part of the exciting revolution in agricultural production emerging from Florida’s fields.

Tell Wendy’s: It’s time to join the Fair Food Program!

www.ciw-online.org