Following over a decade of education, outreach, and action in its Campaign for Fair Food, the Coalition of Immokalee Workers (CIW) – an internationally-recognized farmworker organization – has developed the Fair Food Program, an historic partnership between farmworkers, tomato growers, and ten leading food corporations. Through their commitment to the Program, these corporations – among them McDonald’s, Subway, Whole Foods, and Trader Joe’s – are paying a one cent premium towards increased farmworker wages, demanding more humane labor standards from their Florida tomato suppliers, and buying only from growers who meet those higher standards. Through the Fair Food Program, farmworkers, growers, and major tomato buyers are building a new tomato industry that respects and advances the human rights and dignity of farmworkers.

Yet, in the face of these historic advances, Publix, Florida’s largest privately-owned company, has for three years refused to even sit at the table with farmworkers to discuss entering into an agreement that would guarantee fair wages and dignified working conditions for the tomato pickers in its supply chain. At the table is a proven model, backed by the expertise of the CIW and the tomato industry itself, and a tremendous opportunity for Publix to play a major role in advancing the principles of Fair Food throughout Florida’s fields.

It’s time for Publix to be part of the solution to end this HARVEST of SHAME.

While these conditions are still the everyday reality for many workers, a New Day in the fields is underway – one which promises to end Florida’s harvest of shame once and for all.

For more information visit www.ciw-online.org