

Creating Fair Food Together

High School Curriculum

Supplies

- PBS Now Documentary “The Battlefields” (available from the CIW by writing to drawingcontest@ciw-online.org)
- photo of farmworkers' hands
- bucket or container without handles, filled with 32 lbs. of rice or beans
- CIW supermarket postcard
- CIW manager letter
- paper for drawing
- colored pencils, markers or paint

Lesson

Sweatshop Visioning Exercise [2 minutes]

- How many of you know what a sweatshop is? What kinds of things are made in sweatshops? [**Clothes, shoes, basketballs etc.**]
- What are some conditions you might find in sweatshops? [**Low wages, dirty, no breaks, dangerous, etc.**]
- Where do you find sweatshops? [**China, El Salvador, Guatemala, etc.**]

If the U.S. is absent from students' answers, ask students: Do you think it's possible for sweatshops to exist in the United States? Why or why not?

We are going to watch a video now. Pay attention to see if you can identify any of the same conditions that we just associated with the sweatshops with what you are seeing in the video.

PBS Now “The Battlefields” (May 2005) [20 minutes]

After watching the video, discuss. Reflect on what you saw in the video. What sweatshop conditions that we discussed earlier can be applied to tomato pickers in the Florida fields?

When was the last time farmworkers had a real wage increase? [**1978.**] Did food and clothing cost the same in 1978 as they cost today? [**No, today they cost much more; discuss inflation.**] What does this mean for farmworkers? [**Each year that they earn the same, their purchasing power actually goes down, meaning that they can afford less and less because the cost of living increases while their wages don't.**]

They must pick 2 tons of tomatoes to earn 50 dollars and that is not possible everyday. How many pounds is this? [**4000.**] Do you think it is fair to fill, haul, and lift 4,000 pounds of tomatoes for just 50 dollars? Could you pay for food, rent, clothing, doctor visits, and other needs for yourself and your family on \$40 or \$50 a day?

What do farmworkers earn per bucket? [**45 cents.**] How much of a raise are they asking for? [**One more penny per pound of tomatoes.**] What will this make their pay per bucket? [**1 penny per pound in a 32-lb bucket= 32 cents more + current 45 cents= 77 cents.**]

Why is the pay for this kind of work so low, despite how hard it is? How do corporations exert a downward pressure on workers' wages?

Why did the farmworkers reach out to consumers and focus on Taco Bell?

Did the company respond immediately? What did the company say at first? [**That they wouldn't "interfere."**]

What did farmworkers and consumers do that led to the CIW's agreement with Taco Bell? [**Wrote letters, prayed, peaceful mass marches and rallies, boycotted, kicked restaurants off campuses.**]

Since this documentary was made, six other corporations have made agreements with the Coalition of Immokalee Workers. What are Taco Bell and these other companies working with the CIW to do? Pay a penny per pound increase to farmworkers and establish a code of conduct to improve working conditions.]

Bucket Exercise [5 minutes]

We saw farmworkers in the video lifting and throwing buckets full of tomatoes. Who remembers how much they weigh? [**32 lbs per bucket.**] Now let's get a better sense of what 32 pounds is like. Fill a bucket with 32 pounds of rice or other item. Invite the students to lift the bucket.

Reflection: How did that feel? Imagine bending over to pick 32 pounds worth of tomatoes, carrying the bucket to the edge of the field, and then hoisting it on your shoulders to throw it up to someone in the truck. Imagine having to do it over and over again in the hot Florida sun. Would you like to do this for just 45 cents each time?

Modern-Day Slavery [15 minutes]

The documentary gives a snapshot into the conditions Florida farmworkers face in the tomato fields and how farmworkers and consumers are changing these conditions by holding corporations accountable for how the food they sell is produced. But there is more to the story.

There are not only farmworkers who are exploited and do not earn enough money to support themselves and their families there are some farmworkers who are enslaved. These are men and women who are held against their will and forced to labor for little or no pay.

Modern-day slavery doesn't happen in a vacuum. It occurs in workplaces where people face poor working conditions and they lack the rights and power to change these conditions. So slavery in the fields is the extreme point on a continuum whose other end is the poverty wages and poor conditions faced by exploited workers in the fields. [*You may wish to draw a line. On one end write "Poor Wages. No Rights." On the other end write "Modern Day Slavery."*]

Invite students to read several of the slavery case summaries from "Slavery in the Food We Eat" or just invite a student to read the paragraph below.

In a recent case, farmworkers were forced to pick tomatoes in the fields of growers. Every night they were chained inside a box truck. Then the truck itself was locked. If they tried to escape they were threatened or beaten. This case went to court and the crew leaders who held the farmworkers in slavery are now in prison for many years. But this is the seventh case to be prosecuted by the US government. In these cases from the Florida fields, more than 1,000 workers who were enslaved have been freed, thanks to the work of the CIW and government officials. But these are only the cases the government knows about. One US Attorney has said these seven cases are only the "tip of the iceberg." That means they think there are many more cases that are not discovered or brought to court.

Slavery doesn't happen in a vacuum. It happens in situations where poverty wages and lack of rights are the norm. You don't see public school teachers enslaved; it's beyond comprehension. But in 21st century America, in the fields of Florida, modern-day slavery is alive and well.

The agreements that the Coalition of Immokalee Workers have created with seven major retail corporations all include a zero-tolerance policy for slavery. This policy is more than words. Following the most recent sentencing in a recent farmworker slavery case, growers who turned a blind eye to slavery in their fields lost business as corporations cut or suspended their contracts.

Farmworkers are exploited and even enslaved to bring cheap tomatoes not only to the grocery store, but to you and me. We are connected to the farmworkers who pick the tomatoes we purchase. The question for us is, what can we do about the poverty and abuses faced by the farmworker who picked it?

The Grocery Campaign [5 minutes]

After Taco Bell/Yum Brands, the CIW and consumers together successfully called on many other companies to also improve wages and conditions for farmworkers. These are McDonald's, Burger King, Subway, Whole Foods Market, Bon Appetit and Compass Group, which is a food service company that serves food on college campuses and other places. These are big accomplishments. But there is more to be done.

Aside from Whole Foods Market, no other grocery chains have made an agreement with the farmworkers. We need to make sure that no matter where you buy a tomato – at the grocery store or on a hamburger at a restaurant, that the farmworkers who have picked the tomato are treated fairly.

People across the country are calling on grocery stores in their neighborhoods to work with the farmworkers. Among the largest grocery chains in the nation are Kroger, Ahold and Publix. [If any of the following grocery stores are in your area, you can mention them.

- Kroger owns stores with 32 different names: Kroger, Ralph's King Soopers, Food 4 Less, Fry's, Dillons, City Market, Fred Meyer, Smith's, Foods Co., Hilander, Jay C., Pay Less, Owen's, Scott's, Gerbes, and QFC.
- Ahold owns Stop & Shop, Giant, Martin's and Ukrop's stores, which are mostly in the Northeast and Mid-Atlantic.
- Publix is a supermarket located primarily in Florida, with other stores in the Southeast.

The Immokalee farmworkers and people across the country are asking these grocery chains to do the right thing and make sure that the farmworkers who pick the tomatoes that they sell are treated fairly. Unfortunately, these companies have not done so. As a result, people are sending postcards to the heads of these grocery stores. People are dropping off letters of concern to the managers of their local stores, calling on the company to make an agreement with the farmworkers just as other major companies have done. *[You can show an example of a postcard and a manager letter.]*

The Campaign for Fair Food is about making sure that the production and purchasing of food is done in a way that respects the human rights of farmworkers; in a way that makes sure that farmworkers are paid fairly and work in decent conditions.

The Fair Food Drawing Contest

[Pass out paper and colored pencils/markers/paints.]

Now we're going to take some time to draw a picture of what fair food looks like. You can draw it in any way you wish. Perhaps you'd like to show how you can help the grocery store to be fairer toward farmworkers when it purchases tomatoes or what being fair would look like to our families and farmworkers' families. Thinking about what you've learned about farmworkers, conditions in the Florida tomato fields, and the role consumers in changing corporations' purchasing practices, use your imagination and draw a picture of what fair food looks like.

We have the opportunity to submit these drawings to the Fair Food Drawing Contest that is being held by the

Coalition of Immokalee Workers. If you choose to enter the contest, your drawing will be shared with people across the country and with the heads of corporations as well. A winner will be selected from among the entries for each age level. The winners' drawings will be featured on fair food postcards and will receive a framed copy of their drawing signed by farmworkers in Immokalee. *[See the Fair Food Drawing Contest entry form for more information.]*

Closing

Changing things that are wrong in our world so that they are fair is not easy. But neither is it impossible. What is impossible for one person to do alone becomes possible when we work together. We've already seen that farmworkers and people across the country have been able to convince seven major companies to improve pay and conditions for farmworkers. If we keep working together, one day soon when we purchase tomatoes, we will know that the farmworkers who have picked that tomato were paid and treated fairly.