

WENDY'S CAMPAIGN: END THE OLD-FASHIONED EXPLOITATION



Since January of 2013, farmworkers and their allies have publicly called upon Wendy's to join the Fair Food Program (FFP), a groundbreaking partnership among [farmworkers](#), [growers](#), and [major tomato retailers](#) that successfully addresses decades of poverty and abuse historically associated with Florida's tomato industry. Of the five largest fast food corporations in the United States – McDonald's, Subway, Burger King, Taco Bell (Yum! Brands), and Wendy's – *only* Wendy's is not participating in the Fair Food Program. Despite the fact that Wendy's CEO Emil Brolick signed the same agreement as President of Taco Bell in 2005, he and other Wendy's executives are now refusing to commit the company's immense market power to the FFP.

Rather than paying the “penny-per-pound” premium in support of a just wage for farmworkers, agreeing to purchase exclusively from growers working to end exploitation in the fields, and *committing* to suspend purchases from suppliers that violate the industry-adopted Fair Food Code of Conduct, Wendy's seeks to mislead their consumers with old-fashioned, worn-out excuses that twist the truth:

1) **Wendy's says, “CIW demands we make payments to employees of the companies who supply our tomatoes from the Immokalee area in Florida...”** In fact, this isn't in any way how the Fair Food Program (FFP) functions. The FFP requires participating buyers to pay a “penny-per-pound” Fair Food Premium *to their suppliers* for purchases of Florida tomatoes. That premium is *not* paid by the buyer to the workers, but, as with Fair Trade products, is built into the final price of the goods. Wendy's would not make any payments to any employees of other companies.

2) **Wendy's says, “However, because of our high standards, we already pay a premium to our Florida tomato suppliers.”** Whatever premium Wendy's claims to be paying, it is most definitely *not* the Fair Food Premium, it is *not* being monitored by the accounting systems of the Fair Food Program, and it is *not* going to address the grinding poverty suffered by the workers who have picked Wendy's tomatoes for decades.

3) **Wendy's says, “All of the Florida tomatoes purchased by Wendy's supply chain cooperative come from suppliers who participate in the Fair Food Program.”** Wendy's claim to purchase all of its tomatoes from participating growers rings hollow, first, because it is utterly unverifiable. All participating buyers report their Florida tomato purchases to the Fair Food Standards Council. This mapping allows for the accurate accounting of the Fair Food Premium and for the effective exercise of the market-based enforcement mechanisms behind the Fair Food Code of Conduct. Further, because Wendy's refuses to join the Fair Food Program, there is no way to know if Wendy's suspends its purchases from growers that violate farmworkers' human rights, a commitment that represents the cornerstone of the Program.

Wendy's, the final fast-food hold out, has the opportunity to do the right thing and join farmworkers and growers in bringing long-awaited justice to the fields.

So, what about it, Wendy's?

For more information, visit WWW.CIW-ONLINE.ORG