

IS YOUR FOOD FAIR?

Following the Leadership of
Immokalee Farmworkers
to Cultivate Justice in the Fields...

Presented by DC Fair Food



Ice Breaker: What does the term farmworker mean to you?

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Who are we?

DC Fair Food is a community & student led farmworker advocacy group that was started in 2010 by students at the Georgetown. We are a chapter of the Student/Farmworker Alliance (SFA) & organize in solidarity with the Coalition of Immokalee Workers (CIW).



Who are the Coalition of Immokalee Workers?



- The CIW are an internationally-recognized worker-led human rights organization that was started in 1993 to combat modern day slavery, poverty, and labor exploitation in the Florida tomato industry
- The CIW advocates for labor justice through increasing social responsibility at the top of the supply chain
- They are comprised of farmworkers who live and work in Immokalee, FL.



Whose Hands Picked Your Tomatoes?

- 90% of the nation's winter tomatoes are picked in Florida
- Immokalee, Florida, is the home to many of the migrant community working in the fields – where trailers are commonplace homes
- Tomato pickers are paid per pound of tomatoes, and are therefore often not guaranteed a minimum wage
- [The CIW & the Fair Food Program](#)

Exploitation in the Tomato Industry

- Thirty years of stagnant prices (\$0.50 per 32lb bucket)
- That's 2.5 tons of tomatoes picked to earn minimum wage , or a typical 10 hour workday
- "Poverty among farmworkers is more than double that of all wage and salary employees." (USDA, 2008)

	<i>Average Farmworker Salary, NAWS 2005</i>	<i>2007 Federal Poverty Guidelines, HHS</i>	<i>Living Wage for Immokalee, FL⁵</i>
<i>Individual income</i>	\$10,000 – 12,499	\$10,210	\$18,486
<i>Household income</i>	\$15,000-17,499	\$20,650 (family of four)	\$44, 993 (family of four)

Findings from the National Agricultural Workers Survey (NAWS) 2001- 2002..

The CIW's Solution: The Fair Food Program

- A groundbreaking model for Worker-driven Social Responsibility (WSR) based on a unique partnership between farmworkers, Florida tomato growers, & participating retail buyers.
- The Fair Food Code of Conduct extends protections to workers, such as zero tolerance for child labor, slavery & sexual abuse, the right to organize, protection against wage theft & environmental dangers such as heat stress.
- **2011** - the CIW launches the Fair Food Program
- **2015** - the Program expands into tomatoes in Georgia, South Carolina, North Carolina, Maryland, Virginia & New Jersey, as well as Florida strawberries & peppers.
Currently: Flowers in VA, Corn in Colorado



Who's signed on?

- \$30+ million paid in Fair Food premiums
- 44,000 workers educated by the CIW face-to-face
- 2,000+ worker complaints resolved
- Local stores: Takoma Park Coop, Each peach & Soupergirl



Recent Action

A recent action across Florida, featured presentations by farmworker leaders at different universities, congregations, and community organizations and a museum-style exhibit about the history of the CIW's fight against forced labor in the fields.



The image features a green map of Florida overlaid on a background photograph of a crowd of people at an outdoor event. The map highlights three tour stops: Orlando (April 1-2), Tampa (March 23-26), and Miami (March 27-31). A dashed white line connects these stops, starting from Miami and moving north to Tampa and then to Orlando. A red location pin is placed at each stop. The text 'Spring of Consciousness' is written in a white, cursive font across the top of the map. Below the map, the CIW logo is displayed, consisting of the letters 'C' and 'W' with stars, and 'I' in the center. At the bottom, the slogan 'Consciousness + Commitment = Change' is written in white.

Spring of Consciousness

Donate to the CIW
to help make this tour possible!

Orlando
April 1-2

Tampa
March 23-26

Miami
March 27-31

★ C ★
I ★ W

Consciousness + Commitment = Change

Join the Fair Food Nation!



- Connect with @dcfairfood! + use your platforms to educate!
- Check out the ciw-online.org for more info on the Immokalee workers
- Volunteer with DC Fair Food, at the Mt Pleasant farmers market, in DC, every Saturday from 11am-1pm.
- Join the Student leadership Encuentro in Immokalee Florida this September.



Connect with us!



Email: dcfairfood@gmail.com

Instagram: [@dcfairfood](https://www.instagram.com/dcfairfood)

Twitter: [@DCFairFood](https://twitter.com/DCFairFood)