

# The McDonald's Campaign and Victory 2005 - 2007

**"Today, we are tired, in the words of Martin Luther King Jr., of relying on the good will and understanding of those who profit by exploiting us,"**

announced the CIW as they called for Days of Action at McDonald's headquarters April 13-14, 2007.

On the eve of a mass protest by thousands and the expectation that the CIW would call a boycott, the company came to the table and negotiated a groundbreaking agreement with the CIW that built on the farmworkers' earlier agreement with Yum Brands. McDonald's agreed to:

- pay a penny-per-pound increase directly to farmworkers for every pound of tomatoes they picked,
- strengthen their Code of Conduct for suppliers by collaborating with CIW, and
- work with the CIW to establish a third-party monitor to ensure compliance by the tomato growers.

For more information on the PC(USA) Campaign for Fair Food visit [www.pcusa.org/fairfood](http://www.pcusa.org/fairfood)



April 2006 Local Presbyterians join the CIW on the March for "Real Rights" in Chicago



April 2007 CIW and McDonald's Seal the Agreement at the Carter Center in Atlanta



Farmworkers and church people march in St. Louis at a local McDonald's franchise.



April 2007 Thousands pack the House of Blues for a Victory Concert and Rally