

# PRESBYTERIAN PARTNERSHIP IN THE CIW'S CALL TO WENDY'S

After 10 years of calling on Wendy's to join their Fair Food Program -- a call in which the PC(USA) has been a crucial partner -- the Coalition of Immokalee Workers is inviting all consumers of conscience to refuse to patronize Wendy's until the world's third largest hamburger chain joins the FFP.

## The CIW is calling for a boycott of Wendy's because:

### ① Wendy's has opted to profit from farmworker poverty and abuse

Wendy's stands alone as the last of the five major U.S. fast food corporations to refuse to join the FFP; McDonald's, Yum! Brands, Subway, and Burger King are all part of the Program. By refusing to participate, Wendy's is deriving a very real cost advantage over its competitors, while continuing to provide a market for less reputable growers.

### ② Wendy's ran from responsibility and abandoned Florida tomato growers who are doing the right thing

Wendy's has not only refused to join the FFP, but has also stopped buying tomatoes from Florida altogether following the implementation of the Program there. Rather than support growers setting new standards for human rights in the agricultural industry, Wendy's took its tomato purchases to Mexico, where the widespread denial of human rights in the produce industry was the subject of an in-depth exposé by the Los Angeles Times just one year ago. Wendy's recently-publicized choice to purchase from Bioparques, which in 2013 was found to be holding hundreds of workers against their will in egregious conditions, is morally indefensible.

### ③ Wendy's is championing the discredited practice of Corporate-led Social Responsibility

Instead of joining the Fair Food Program and its widely-acclaimed, uniquely successful worker-driven model of social responsibility, Wendy's released a new supplier code of conduct this past January that contains no effective mechanisms for worker participation or enforcement. Wendy's new code represents the very worst of the traditional corporate approach to social responsibility driven by public relations concerns rather than the verifiable protection of human rights.

## THE FAIR FOOD PROGRAM

In four short years of implementation, the CIW's Fair Food Program has eliminated modern-day slavery and sexual violence, improved farmworker wages for the first time in decades, and guaranteed basic protections for workers. Today, 14 major food retailers participate the Fair Food Program: Yum! Brands, McDonalds, Burger King, Subway, Chipotle, Trader Joe's, Bon Appetit, Compass Group, Sodexo, Aramark, Whole Foods, Fresh Market, Ahold, and Walmart. In 2015, the Program expanded beyond the Florida tomato industry to include seven states and three crops.

The Program has been called "**the best workplace-monitoring program**" in the U.S. in the New York Times, and "**one of the great human rights success stories of our day**" in the Washington Post, and has won widespread recognition for its unique effectiveness from a broad spectrum of human rights observers, from the United Nations to the White House.

## PC(USA) AND THE WENDY'S CAMPAIGN

### OCTOBER 2005

In the wake of the first Fair Food Agreement with Yum! Brands, a letter is sent to Wendy's asking them to follow their competitor's example.

### JANUARY 2013

CIW announces the Wendy's campaign, uniting the voices of dozens of organizations, faith institutions -- including major support from PC(USA) -- and universities to urge the fast food giant to join the Fair Food Program. The announcement is followed by scores of actions; PC(USA) has participated on a local and national level in all major Wendy's actions.

### MAY 2013

PC(USA) plays a pivotal role in engaging executives inside and outside of Wendy's annual shareholder meeting.

### MAY 2014

Gradye Parsons, alongside several other representatives of major faith institutions, sends a letter to Wendy's inviting them to the table with the CIW.

### MARCH 2016

The CIW launches a general boycott of Wendy's, calling on consumers to end their purchasing at Wendy's until they join the Fair Food Program. The boycott is announced during the Workers' Voice Tour; the PC(USA) plays a critical role in hosting CIW during the Louisville stop. Later in the month, it is revealed that rather than purchasing from FFP farms, Wendy's now buys from Bioparques, which was the subject of a major slavery prosecution in 2013.