

Let Freedom Ring...
Boycott the Bell!

Coalition of Immokalee Workers
 www.ciw-online.org

Dear **Yum! Brands** Board Members:



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In January of 2000, the Coalition of Immokalee Workers (CIW) informed Taco Bell, a subsidiary of Yum! Brands, Inc., of the humiliating and inhumane conditions workers face picking tomatoes that go into Taco Bell's products.

Farmworkers in Florida toil in what can only be described as sweatshop conditions -- sub-poverty wages, no right to overtime, and no benefits of any kind. Recent reports in the National Geographic and the New Yorker have brought national attention to the discovery of five cases of modern-day slavery in Florida's fields in the past six years. **When asked by farmworkers involved in a hunger strike outside its corporate headquarters last March whether Taco Bell could guarantee to its customers that the tomatoes in their products were not picked by forced labor, Taco Bell had no response.** In fact, Taco Bell executives refused even to meet with the workers and with national religious leaders seeking to intervene in the hunger strike on the workers' behalf.

Taco Bell and Yum! Brands spokespeople have repeatedly asserted that Yum! Brands has neither the power nor the responsibility to influence its suppliers' behavior. Yet, on the issue of farm animal welfare, Yum! Brands has taken a very different position. Your website reads:

"As a major purchaser of food products, we have the opportunity, and responsibility, to influence the way animals are treated. We take that responsibility very seriously, and are working with our suppliers on an ongoing basis to make sure the most humane procedures for caring for and handling animals are in place. As a consequence, we only deal with suppliers who maintain the very highest standards and share our commitment to animal welfare."

As a consumer, **I am demanding that Yum! Brands take the same responsibility for the rights of farmworkers in its suppliers' operations as it has for the rights of farm animals.**

Rest assured that until Yum! Brands agrees to pay a socially responsible price for tomatoes so that farmworkers can earn a fair wage, and to begin a meaningful three-part dialogue with the CIW and Yum's tomato suppliers to examine ways to modernize farm labor relations, I will boycott all Taco Bell products. I will also work to ensure that all of my family and friends are aware of your company's indifference to the sweatshop conditions behind Yum's products.

I urge you to take prompt action on this matter. The suffering of our nation's farmworkers has gone on for far too long.

Thank you,

 Name School/Organization

 Address

 City/State/Zip

Yum! Brands is: KFC, Pizza Hut, Taco Bell, Long John Silver's, and A&W Family Restaurants

Please mail to: Yum! Brands Board of Directors, 1441 Gardiner Ln., Louisville, KY 40213