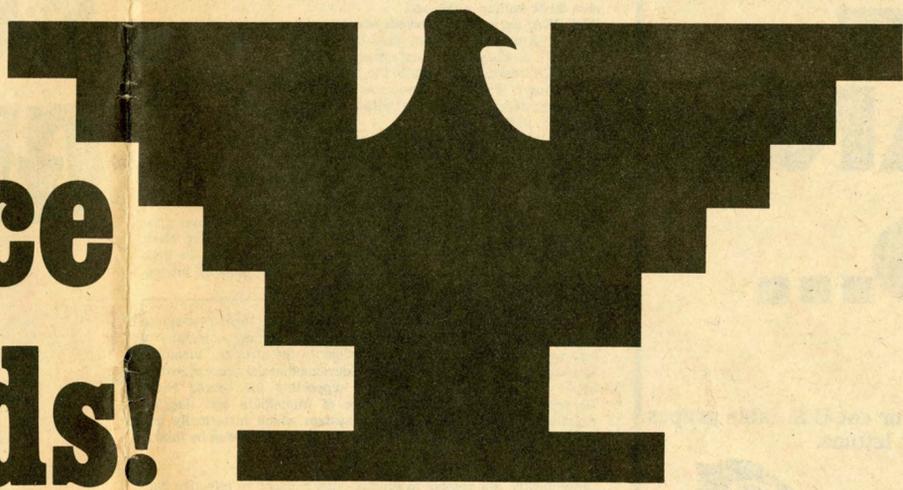
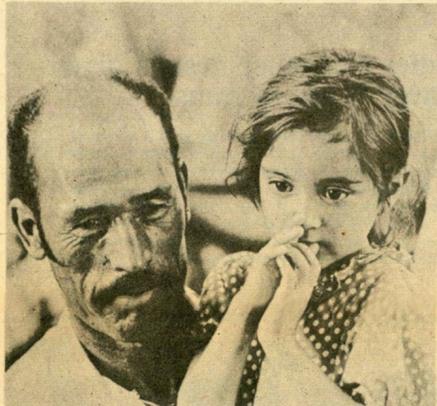


We are standing up for Justice in the fields!



Farm workers need your help They pick grapes in the U.S., *but* a large share of the market is in Canada. Toronto alone is the third largest grape market city in North America, Montreal, the fifth. Farm worker family income averages \$2,700 a year. 800,000 of American farm workers are children under 16. Life expectancy is only 49 years. These people have been struggling for a decade against near-slave labour conditions With the help of Canadians who refused to buy table grapes, Cesar Chavez' *United Farm Workers Union* won contracts



with grape growers in 1970. Contracts brought drinking water to the fields, rest periods, portable toilets, bans on child labour, and stopped spraying of pesticides while workers were in the fields. The contracts expired in April, 1973. The growers refused to renew them. The grape growers joined with lettuce growers in trying to destroy the United Farm Workers Union. The growers invited the Teamsters Union in to sign contracts. The Teamsters did not represent the workers, and would not let the workers vote.

The farm workers were forced to strike. They were beaten by hired guards and sheriff's deputies but remained non-violent. In August, two striking farm workers were murdered. Faced with violent attacks and the jailing of over 5,000 strikers the United Farm Workers have turned to us for support. The non-violent but effective power of a consumer boycott will bring the growers to bargain with the United Farm Workers. Our refusal to buy non-UFW grapes and lettuce can help bring some measure of justice to the lives of thousands of workers. The workers invite our response; Become aware of the long history of farm worker exploitation and the attempt made by the workers through their union to change the situation. . . Observe the boycott by not buying or eating U.S. grapes and lettuce. . . Respect farm worker picket lines when you see them at stores and supermarkets. . . Urge your friends and your supermarket manager to join in the boycott until the *Black Aztec Eagle Farm Workers Union Label* reappears on the grocer's shelf.

THE UNITED FARM WORKERS NEED US NOW!



**BOYCOTT U.S.
GRAPES AND LETTUCE**
(unless you see the UFW label)

Will you stand up for Justice at your supermarket?



WHAT WE CAN DO...

1 Don't buy or eat U.S. table grapes or "head" lettuce.

(unless you see the UFW label)



2 Ask friends and relatives to join the boycott, and explain why.

3 Tell supermarket managers that we are boycotting grapes and lettuce, and urge them to take these products off their shelves.

4 Write to the executive director of supermarket companies informing them of our decision and request that they end the purchase of U.S. grapes and lettuce.

The Great Atlantic & Pacific Company of Canada, Ltd.
F.C. Kennedy
Chairman and President
P.O. Box 68, Terminal A
Toronto

Loblaws Groceries Co. Ltd.
W. Galen Weston
Chief Executive Officer
545 Lakeshore Blvd.
West Toronto, Ontario

Dominion Stores Ltd.
T.G. Bolton, President
T.G. McCormack,
Vice Chairman of the Board and
Chief Executive Officer
605 Rogers Road
Toronto 15, Ontario

Steinberg's Limited
Sam Steinberg
Chairman of the Board and Chief
Executive Officer
Norman Auslander,
Executive Vice-President, Ont.
1500 Atwater St.,
Montreal 216, Quebec

The Oshawa Group Ltd.
Ray D. Wolfe,
President & General Manager
125 The Queensway
Toronto 18, Ontario

5 Respect U.F.W. picket lines when you see them at stores or supermarkets.

6 The farm workers need our financial support. They depend on donations to continue their struggle. Send contributions to United Farm Workers, P.O. Box 461, Adelaide St. Station, Toronto, Ontario.

7 Organize a boycott committee in your church or community. If you wish assistance or need further information contact through phone or letter the nearest boycott office listed on this flyer:

Vancouver:
Gail Borst
2544 West Third Avenue,
Vancouver 9, B.C.
Tel. 605-733-2719

Montreal:
Father John Bank
c/o Quebec Federation of Labour
1290 St. Denis,
Montreal, Quebec.
Tel. 514-866-9791

Winnipeg:
Leah Rogne
c/o Manitoba Federation of
Labour
570 Portage Ave, Manitoba.
Tel. 204-474-0720

Toronto:
Marshall Ganz
P.O. Box 461,
Adelaide Street Station,
Toronto, Ontario
Tel. 416-961-4434.

USEFUL INFORMATION

Sal Si Puentes: *Cesar Chavez and the New American Revolution* by Peter Matthiessen, A Dell Paperback, 1969 \$1.50 An excellent biographical treatment of the leader and the movement.
Chavez: *Man of the Migrants: A Plea for Social Justice* by Jean Madder Pitrone. A Pyramid Paperback, 1972 \$5 A brief illustrated and sympathetic account of the struggle for justice.
"Coachella Valley: Struggle for Self-Determination" by John Bank and "No more table grapes again!" by John R. Fry, in the July 9th 1973 issue of *Christianity and Crisis*.
"Treachery in the Coachella" by James T. Ryan, in the July 4, 1973 issue of *The Christian Century*.
"The Teamsters" by Russell W. Gibbons in *Commonweal* for August 10, 1973.
A series of articles in *American Report*. If you wish to keep up with this, and other similar justice concerns, you will find the biweekly *American Report* published by Clergy and Laity Concerned very useful. (\$11.00 per year for 23 issues of approx. 20 pages each, available for 235 East 49th St., New York, N.Y. 10017)

If you can't get access to any of these items, or if you want further information write us, and we'll get copies for you at a reasonable cost. Write Research and Resource in Social Issues, Division of Mission in Canada, United Church of Canada, 85 St. Clair Ave. E., Toronto, Ontario.

"The Division of Mission in Canada of the United Church of Canada, at a meeting on October 1st, 1973, endorsed the cause of the United Farm Workers' for social justice in the vineyards of California, and their appeal to the conscience of Canadians not to sell or purchase California grapes until agreements have been reached with the United Farm Workers."

Toronto Senate of Priest (Roman Catholic) Unanimous Resolution, Oct. 9, 1973.

RESOLUTION

WHEREAS Vatican II, in the Constitution on the Church in the Modern World, affirms the right of freely founding unions for working people as a basic human right, and
WHEREAS agricultural workers, who are among the poorest workers of North America have organized the United Farm Workers Union AFL-CIO, as their chosen instrument for collective bargaining, and
WHEREAS certain growers in the lettuce and table-grape industry have refused to negotiate contracts with the United Farm Workers and have sought instead to deal with a Union not of the Farm Workers choosing, and
WHEREAS the United Farm Workers have chosen the non-violent method of the boycott as the means to gain recognition,
THEREFORE the Senate of Priests of the Archdiocese of Toronto declares its support for the cause of the United Farm Workers and endorses the boycott of USA table grapes and iceberg (head) lettuce. We urge the purchase of USA produced table grapes and USA produced head lettuce only if they clearly carry the (Aztec black eagle) label of the United Farm Workers Union AFL-CIO. We urge men of good will to support this position in the name of social justice.

Recently, a delegation of Massachusetts religious leaders went to California to obtain a first hand view.... After listening carefully to representations from the several parties to the struggle, including local clergy and police, the delegation decided that the cause of justice would best be served by actively supporting the United Farm Workers, who are victims not only of immediate and flagrant violations of civil rights, but of a system which historically has deprived farm workers of the dignity which has been won by labour generally.

Consequently, our resolve to promote and support an effective consumer boycott of all table grapes and iceberg lettuce lacking the identifying Black Aztec Eagle has been strengthened. Such a boycott, we believe, is the only effective way to secure justice for the United Farm Workers.

What is at stake is not only the very existence of the United Farm Workers, but the organizational power of an oppressed minority to advance the rights of that minority.

—from a Protestant open letter, Sept. 16, 1973 in which leaders of the Episcopal, Methodist, Baptist and United Methodist Churches of Massachusetts joined with the Board of Rabbis of Massachusetts and the Roman Catholic bishops of New England in supporting the grape and lettuce boycott.

California Farming: Agribusiness

The small family farm long ago gave way to the corporation: agribusiness in California today is a \$3 billion a year industry. Tencaco, a Houston-based oil conglomerate, operates some 450,000 acres in Kern County alone, employing some 400,000 farm workers. The average grape farm is 4,000 to 5,000 acres.

HIRING PRACTICE AS IT IS: The labour contractor deals with the grower. The grower calls up a labour contractor and says "I need x number of crews tomorrow." The labour contractor signs up people for the crews. He decides who works and who doesn't. He can sign up anyone he wants to. He is partial to highly vulnerable illegal aliens who work hard and can be cheated easily. He gets the wage money from the grower. What he pays workers is his business, and he often exacts kickbacks from them.

AS IT WILL BE: The hiring hall proposed by the United Farm Workers, means that the farm workers themselves, in their own union, create crews for the grower, on the basis of a seniority system which they, not the grower, determine. They make the labour contractor and the exploitation he maintains obsolete. They bring the grower face to face with the collective agreement and the responsibility for his own employees.

LA CAUSA

THE CALIFORNIA GRAPE BOYCOTT

"WE WILL HAVE DIGNITY AND ENOUGH FOOD TO EAT, AND WE WILL PROVIDE EDUCATION TO OUR CHILDREN. GOD WANTS THIS FOR US. WE WILL SUCCEED."

—Cesar Chavez

In 1962 Cesar Chavez began slowly to organize farmworkers in the U.S. to bring about changes in their degrading working conditions and deplorable exploitation by the grape growers. In 1965 the recently organized United Farm Workers Union began a grape strike in California. California has a half million acres of grapes and an annual harvest worth \$330 million. The workers usually of Mexican-American origin, were striking for the right to improve their position in American society.

In California, as in Canada, farm workers have been specifically excluded from labour legislation which would allow them to organize for a decent standard of living and tolerable working conditions. They did not want their children to have to work in the fields so that the family could eat. They wanted an increase in wages to raise them to at least the minimum wage. They wanted the right to sit down and negotiate with the growers about working conditions including hours per day, availability of drinking water, rest periods, toilet facilities, controlled use of pesticides (which were and are taking a heavy toll in workers' lives) and the right to run a hiring hall.

Finally, badly hurt by the long and successful boycott of their table grapes, the growers signed contracts with the U.F.W. in 1970. The lives of the workers changed dramatically. Although their wages were still very low, the constant threat of hunger was somewhat alleviated. Children left the fields to go to school. Families left the labour camps and established homes. The job security won in their contracts with the grape growers allowed the farm workers some measure of personal autonomy.



"I was still screaming when the first sheriff nabbed me. The first one pulled my hands behind my back and handcuffed them together very tight. He pulled my arms back until I thought they would break. I was screaming and then the same sheriff hit me in the knees, causing me to fall. Then there were two more sheriffs hitting me. One of them hit me in the side with his stick. I could barely breathe. They were pulling at me so hard."
—María Rodriguez, 18 years; July 1973.

BOYCOTT GRAPES

"Behold, the wages of the laborers who mowed your fields, which you kept back by fraud, cry out: And the cries of the harvesters have reached the ear of the Lord of Hosts." (James 5:4 RSV)

Q: How is boycotting going to help the individual farm worker and his family?

If a boycott is successful, the consumer stops buying the product. The fall in demand (if the producer still has a large supply of grapes) will cause a fall in prices. If the price falls far enough the producer's profit disappears. He begins losing money. The grower's refuse to understand when workers talk of justice, better conditions, security, or the morality of the case. When they start losing money, the growers understand. They begin to negotiate.

Q: Wasn't there a boycott on grapes just a few years ago?

Yes, there was. In fact it lasted from 1969-1970. It was slow starting last time, because it was a brand new issue and a lot of public education was necessary before people began to support it. In the end, it was effective, and farm workers won 3 year contracts in 1970. It's because the growers refused to renew these contracts in 1973 that the boycott must begin again.

Q: Isn't this an American problem? Why are Canadians being involved?

The growers don't care who buys the grapes as long as they can sell them, and they sell a great many in Canada. Canadians eat U.S. grapes, and the prices they pay reflect the exploitation of the pickers and pruners in the U.S. In addition, with the boycott being effective in the U.S., the growers utilize Canada as a "dumping ground" to get rid of their surplus and make up for losses suffered at home. Farm workers in Canada face similar problems to those in the U.S., and the struggle of the United Farm Workers in California is a pioneering effort for the rights of agricultural workers all over the continent.

Q: Why have church bodies and other groups given support to the United Farm Workers' cause?

The Executive of the National Council of Churches (USA) spelled out as good a series of reasons as any in its declaration of strong support for the United Farm Workers Union in June, 1973. It said the U.F.W. deserves backing because: 1) it cared enough to organize farm workers over the past decade; 2) its methods are building a union from the bottom up; 3) the workers have previously indicated a preference for the U.F.W. The Council's fact finding mission to California, concluded that the Teamsters who had claimed contracts with the growers, were a top down union, not open to leadership from Mexican Americans who constitute the majority of the workers, and not interested in preserving union hiring halls, and seniority rights of workers.



The provision of basic needs such as food and shelter made it possible for the farmworkers to have dignity and self-respect for the first time in their lives. However, it would be erroneous to depict the changed conditions as being a workers' utopia. Still, the average family income of a farm worker was only \$2,700 per year. The infant mortality rate of the farm workers was 125 percent above the national average and the average life expectancy of a farm worker was only 49 years. Nevertheless, the resentful growers, angered by their loss of what had virtually been a slave labour force, resolved to crush the United Farm Workers Union.

On March 30 of this year, the growers walked out of a meeting with the Farm Workers and refused to negotiate new contracts to replace those expiring in April. On April 12 an election in the Coachella Valley conducted by a committee of clergy and congressional leaders demonstrated conclusively that the farm workers wished to be represented by the United Farm Workers Union. A few days later, on April 15, the old contracts expired. The workers were forced to strike since there were no contracts, and the growers were refusing to negotiate. In a few hours the growers held a press conference to declare that they had signed contracts with the Teamsters Union. These "sweetheart" contracts were not voted on by the workers, and in fact, to this day, have never been seen by the farm workers themselves.

During the strike the nonviolent picketers, faced hired thugs (at \$67.50 per day) who tried to intimidate and terrorize farm workers and their supporters. John R. Fry, of *Christianity and Crisis*, visited the field and wrote: "that in the fields which the Teamsters had contracted, those who chose to pick grapes under the Teamsters...are protected by Teamsters' guards just in from Los Angeles and God only knows from where else. These guards keep UFW picket line walkers from talking to those workers and spreading the word about the strike. The guards, the field workers, and the fields themselves are protected by a system of guards who are called 'rent-a-cops' by one and all. This is a security force; it is armed and dangerous. The whole thing, including the rent-a-cops, is protected by ever-vigilant Riverside County Sheriff's deputies; themselves armed and ready to keep that dangerous UFW talk from getting through...." Those people who choose or are forced by necessity to pick for the Teamsters "are in a Teamsters' growers' prison." Fry commented: "So, all of you wearying, erstwhile boycotters, remember that when you get so tired of your negative support that you feel you just have to buy some table grapes. The hands that picked those grapes likely were trembling."

As the strike continued, violence became commonplace, the work of hired guards. Hundreds of strikers were hospitalized by assaults and thousands have been arrested for defying court injunctions which would have made the strike ineffective by limiting pickets to 10 persons per ranch, spaced one hundred feet apart, and limiting the use of the bull-horn for communication to one hour per day. On August 16, Juan de la Cruz was shot through the heart by a sniper. Striker Nagi Daifullah was beaten by a deputy from the Kern County Sheriff's Dept., and died shortly thereafter from a massive brain haemorrhage.



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