

Introduction by LeRoy Chatfield

Timing is everything.

Cesar Chavez and his farmworker movement inherited much of the activism and the support of student groups that had previously been associated with the civil rights movement in the South. The Student Nonviolent Coordinating Committee (SNCC) and the Students for Democratic Society (SDS) were especially drawn to the cause of the farmworkers.

Marshall Ganz, a Harvard dropout who relocated to Mississippi as a SNCC staff member, joined the farmworker movement as an organizer in late 1965. In December of that year, Mike Miller, the Northern California director of SNCC, worked with the NFWA organizer, Rev. Jim Drake, to launch its first farmworker boycott directed against Schenley Liquors. In March of 1966, Terry Cannon, editor of *The Movement*, a SNCC newspaper published in the San Francisco Bay Area, served as the farmworker movement's press coordinator for the March to Sacramento, and Marshall Ganz was the chief organizer and planner for the logistical support needs of the marchers.

Through SNCC's early involvement with the cause of the farmworkers, Cesar Chavez was able to tap into the activist national support networks, as loosely knit and informal as they were - the Congress of Racial Equality (CORE), the Berkeley Free Speech Movement, the Students for a Democratic Society (SDS), the anti-war peace movement, the women's movement, and the Catholic Worker Movement.

Thanks to Terry Cannon, the Farmworker Movement Documentation Project, is able to publish *The Movement* newspaper on its Website. The reader will readily see the role this SNCC-sponsored newspaper played – especially in 1965 and 1966 – in the development of the farmworker movement.