The National Farm Workers' Association Asks You, Please

Don't Buy SCHENLEY / DELANO LIQUORS / GRAPES

Over 4,500 farm workers in Delano, California have been on strike against Delano grape growers since September 8, 1965.

These California farm workers are seeking the rights you take for granted: UNION RECOGNITION and COLLECTIVE BARGAINING. Delano grape growers refuse to recognize and respect these rights.

It is vital to us — consumers and workers — that this strike be settled soon and settled fairly. Delano grape growers can keep on avoiding their economic and moral responsibilities only because it is profitable for them to do so.

YOU CAN MAKE THIS INJUSTICE UNPROFITABLE — YOU CAN SPEAK FOR JUSTICE!

Support the unity of Mexican-American and Filipino farm workers in the longest strike in California labor history.

Among the Bay Area sponsors are:

HENRY ANDERSON, Citizens for Farm Labor
DR. THOMAS N. BURBRIDGE, U.C. Medical Center
MRS. COLWELL, Catholic Interracial Council
TERENCE CANNON, Editor, The Movement
REV. THOMAS DREITCH, Howard Presbyterian Church
PETER FRANCK
REV. DONALD CANONG, Vicar, Episcopal Church in the Mission District
REV. FRANCIS GEDDES, Minister, United Church of Christ
ABE I. GONZALES, President, Migrant Farm Workers Association
ROBERT W. GONZALES, Mexican-American Political Association
REV. WAYNE C. HARTMIRE, California Migrant Ministry
RANCHE W. HENSON, Temp., Chairman, Bay Area Aid for Migrants
EDWARD KEATING, Publisher, Ramparts
KEN MC ELDOWNEY, Regional staff, Students for a Democratic Society
MIKE MILLER, Field Secretary, Student Nonviolent Coordinating Committee
IGNACIO T. RODRIGUEZ, Recording Sec'y, Centro Social Obrero
MRS. E. SALAZAR, Glide Foundation
BLAIR STAPP, Artists Alliance for Human Rights
NANCY SWADESH
WILFRED LIBBERRY, National Imp. Vice President, CORE
ED DUTTON, Director, California Center for Communications
REV. ROBERT OLSTEAD, Shattuck Ave., Methodist Church
BAY AREA FRIENDS OF SNCC
EXECUTIVE COMMITTEE, MISSISSIPPI FREEDOM DEMOCRATIC PARTY
LAWRENCE QUILOT, Chairman
REV. HERMAN FARLOW, Faith Presbyterian Church
REV. LES LARSON, West Oakland Parish
PROF. PETER STRIPP, U.C.
LAURENCE GUYOT, Chairman
PROF, JOHN LEGETT, U.C.

An ad-hoc committee of AFL-CIO, ILWU and Teamster leaders is being formed.

Since September 8, 1965, two farm worker unions, the independent National Farm Workers Association (NFWA) and the agricultural Workers Organizing Committee (AWOC), have been striking the rich and powerful Delano, California grape growers. The workers are striking to save a just portion of the huge wealth they create. Now the harvest season is over, the workers need nationwide support to impress the growers with the justice and urgency of their cause.

The strikers are asking for a nationwide consumer boycott against Schenley products and Delano fresh grapes. Inside this MOVEMENT BOYCOTT SUPPLEMENT you will find sample instructions which can be used by persons interested in constructive action.

The principal boycott is aimed at Schenley. This huge corporation farms approximately 4,500 acres of land around Delano. Schenley is the largest producer of wine and other alcoholic products under strike. When informing your community or organization about the boycott, there is a useful fact to remember: The Delano growers are being aided in business by subsidies which total $577 per acre. In numerous cases — notably Schenley's — the subsidized water is being sold at below cost by junior water users, many of which are received illegally. Almost the entire water supply for Delano grapes comes from the federally constructed Friant-Kern Canal. According to federal officials, the total cost of bringing this water to the land is $700 an acre. The farms repay $123 per acre, the rest — $577 — is pure profit.

In numerous cases — notably Schenley's — the subsidized water is received in violation of federal regulations.

CALL BY FARM WORKERS FOR NATIONAL BOYCOTT

Send Your Support To The Families Of Strikers

FARM WORKERS RELIEF FUND
BOX 894
DELANO, CALIFORNIA

THE GRAPE SOCIETY

THE MOVEMENT BOYCOTT SUPPLEMENT
Boycott Instructions

TO ALL GROUPS AND INDIVIDUALS CONCERNED WITH THE GRAPE STRIKE IN DELANO, CALIFORNIA.

SUGGESTIONS AND INSTRUCTIONS FOR A CONSUMER INFOMATION BOYCOTT.

1. Call an emergency meeting of your group to form an ad hoc committee to aid the farm workers’ strike. Delegates from potentially interested and sympathetic groups: civil rights, church, union, student should also be invited.

2. Send a delegation to the Retail Clerks Union, inform them of the boycott, and ask their cooperation. They might (politically) advise a large chain-store not to buy Delano or Schenley products. This union could also collect all canned fruits returned by the chains and send them to the NWLA office in Delano for families of strikers.

3. Send a delegation to the managers of selected markets and ask them officially not to buy Delano grapes or Schenley products. You may tell the management that you intend to use a consumer informational boycott; you’re forbidden by law to use threats of coercion or a general boycott of the store.

4. Set up other steps 2 & 3, i.e., as soon as possible, i.e., as soon as one week before Christmas. If you are a national consumer boycott committee, you might have a campaign of selected cities, one city per week, calling on all the managers. This kind of informational picket means you hand out flyers to all customers entering the store and ask them to respect the boycott. (The upper half of THE MOVEMENT supplement first page contains the wording we ask you to use.)

5. It is VERY IMPORTANT in order to create the kind of persuasive tension that is needed in Delano to make your efforts public through the newspapers, radio and TV in your area.

6. This intensive and short-term effort to inform the consumer-public can be the best way to build future support for California farm workers who are fighting for their right of collective bargaining. IF IT IS UP TO YOU.

7. You are forbidden by law to be Scabs merely because they handle Schenley products. Picket lines cannot encourage general boycotts by consumers of a store or by employees of stores carrying Schenley products.

Vive La causa National Farm Workers Association, Delano Student Nonviolent Coordinating Committee in California FOR FURTHER INFORMATION BOYCOTT COMMITTEE, 1316 Masonic Avenue, San Francisco, California.

SECRET GROWER

REPORT ON SCABS

SAN FRANCISCO -- The Council of Californian Growers, in a secret "Newsletter" dated October 25, conferred in problem growers in having to get their products to market for low wages. El Matadero prints directly from this "For Members Only" report.

"Growers went to great extremes to find workers, they spent hundreds of thousands of dollars on advertising programs throughout the Western half of the United States ... programs that varied from complete failure to maximum success." El Matadero says save your hundreds of thousands, pay local workers $1.00.

If You Want Good News Coverage On The Delano Strike and the Movement To Organize Farm Workers We suggest that you subscribe to one or more of the following California publications:

- The American President Lines tried to get the picket line declared illegal. Illegal the ship was scheduled to leave for the Port the next day, with 400 passengers. They did not wait, however, for the arbitrator’s decision; they discharged the grapes and put them back into cold storage.

"The growers came and got the grapes and took them back to Delano," reported Bramell.

The next day, 50 cases of Delano grapes were found at Pier 38. When the pickets appeared, the boxes were pulled off the pier.

The picket action on the docks is continuing. On November 28, another shipment was stopped at the Howard Terminal in Oakland. Longshoremen again respected the picket line and 2500 cases of grapes were removed from the terminal.

The grape shipment was from the Di Giorgio farms, scheduled for loading aboard the freighter Bertrand.

The ILWU newspaper THE DISPATCHER published an article which read, "This is a reminder of the old days when unions worked and supported each other in a beef. That's something lost in all this."

How do the pickets know where the grapes are going to be? That's a top secret. Need not say, it's similar to the "spy ring" described by Woody Gospel in the latest issue of THE MOVEMENT. And it's highly accurate.
FARM WORKER POVERTY GRANT
THREATENED BY GROWERS, POLITICIANS

From a letter by Cesar Chavez
DELANO, CALIFORNIA

In February of 1965, the NFWA (National Farm Workers Association) applied for a grant under the “War on Poverty” legislation. The application received prompt attention and, after several revisions, was approved. Approval came a few days prior to the grape strike being called, seeming that it would be impossible to administer both the strike and the $265,000 grant, we of theनौकरी requested that the money be held up until after the strike. This met with the approval of Sergeant Shriver.

Shortly after the grant was made public, the strike began. Growers from the Delano area, as a means of harassing the NFWA, pushed through the Delano City Council a resolution asking for the suspension of the grant. The resolution read, in part: “Cesar Chavez is well known in this city, having spent various periods of his life in this community, including attendance at public schools, and it is the opinion of this council that he does not merit the trust of the council with regard to the administration of this grant.” This is minus number one.

Representative Harean Hagen, a bimbo councilman of Tulare and Kern County growers, took up the cause. Mr. Hagen, who had earlier endorsed wholeheartedly the NFWA application, now became the Delano City Council’s and grape grower’s agent. He questioned whether the association “could objectively administer a federally-sponsored program.” Minus number two.

Now recently, Senator Robert Kuchel also has asked for an investigation of the grant. His, too, has questioned “the experience and competence of the sponsors.” Mr. Kuchel of all people, should comprehend the damage done by uneducated smear tactics. He has been victimized by such cruelty.

The fact is, Senator Kuchel never talked to the sponsors regarding the program. The fact is, Mr. Kuchel, who prides himself on careful fact gathering, and who abhors smear tactics, has ensured the National Farm Workers Association without making the least effort to learn first hand about the grant.

The powerful growers of Kern and Tulare Counties, with their political allies, have thrown up tremendous barriers to halt the strike. They have forced the Sheriff’s office to arrest us for talking out loud. So, the issue is this: this grant was the first made in California to a grassroots, poverty-level, “organizational justice” education program. Smear number one.

For a letter by Cesar Chavez

What is the Farm Workers’ Poverty Program?

The controversial “War on Poverty” grant to the striking National Farm Workers Association, which has been funded and may soon be taken away, is a three point program. Its aim is “the education of predominantly Spanish-speaking seasonal and migratory farm workers in California’s Southern San Joaquin Valley.” It will employ thirty eight farm workers and aid 10,000 farm workers directly, according to the NFWA. The three points of the program are:

SELF-HELP CITIZENSHIP EDUCATION

Eighteen farm workers will be employed as community workers. They will organize home study groups and conduct house meeting sessions. The aim will be to assist farm workers in such areas as obtaining water and sewage systems, learning their rights from health and welfare agencies, filing claims for wages and benefits.

CONSUMER EDUCATION

Two farm workers will be trained in this field and will work in low-income communities. They will instruct workers in the use of credit and credit unions, family budgeting, and buying home appliances and clothing. They will help workers avoid the local sharks and dishonest salesman who frequent low-income neighborhoods.

RESEARCH AND ADMINISTRATION

Insurance companies do not cover farm workers with group auto and health insurance programs. Research will be carried out to get the necessary actuarial data. Administrative costs include salaries for the Director, legal services and secretarial help. The total grant is for $265,000.

"The NFWA, in a public statement, announced, "The program was formulated for funding under Section 205-B, Migrant Programs, of the RSS, which section is directed by Mr. Kuchel and Mr. El subscribe to the sponsors' organization. The election of Shriver to the Senate has resulted in the resignation of the Director, Mr. Connor. Moreover, the Director will have to resign at the end of the year, unless and until a new NFWA President is elected.”

Hagen’s worries do not seem to extend to worrying whether the growers will use their leverage against the strike. What grapes are not price-supported, growers in the Delano area receive their total water supply from the federally constructed Friant-Kern canal. This subsidy amounts to roughly $200 an acre. There are 37,000 acres of grapes in the Delano area. The total makes the FWA grant look like a pittance.

Against FWA Poverty Program

Running true to form, Hagen announced in October that the $265,000 poverty grant to the Farm Workers Association was "unnecessarily divisive." He conferred with local growers and urged them to ignore the unions, organize the workers at the very bottom, and determine wages and working conditions unilaterally.

He worried that the FWA might use the poverty fund as a weapon against the growers. He cited for his worry, according to reliable reports, an inner-unwritten policy of the Office of Economic Opportunity in Washington.

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Hagen’s attacks on the FWA grant are hypocritical and indefensible. No one is as hurt by the “War on Poverty” as the workers are. They are receiving pressure from legislators and right-wing groups. It is important to know that it would be impossible to administer the grant without the approval of Senator Shriver.

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DELANO, CALIFORNIA

SYMPATHY MARCH IN DELANO of farmworkers and friends. Almost 1000 took part on the Sunday, Sept. 26 march through the residential section.

PROFILE OF A CALIFORNIA CONGRESSMAN

Harlan Hagen

Hagen won his seat 15 years ago when he defeated a right-winger, over whom he was a definite improvement. On almost all votes in the House he can be counted with the Democratic consensus on such things as social security, urban affairs, and the minimum wage.

However, — on two key issues of security and political power in the Valley — Hagen is consistently illiberal. This split personality enables him to get heavy campaign contributions from both organized labor and the growers, according to the California Secretary of State’s office.

A Very Frank Man

Hagen has done his bit to disenfranchise Negroes when he sponsored water legislation favoring the large landowners, he says right out that the big boys want it. Another liberal Democrat, Dennis Joki from the adjoining San Joaquin Valley district, supports the same legislation, but screens his actions with arguments about states’ rights and constitutionality.

A few years back Hagen was equally honest about the House Non-American Activities Committee. Hagen told a meeting of Democratic Club in Bakersfield that he thought the purpose of HUAC was to harass people, and as far as he was concerned they were doing very well.

Not Much Chance of Change

The movement, however, is in a real position to unseat Hagen when he is compared to his eight-ring predecessor Weller, or his announced-as-yet Republican opponents for next year, Olympic star Bob Mathis. Mathis is an Eisenhower type who just moved back into the district from Los Angeles and whose main platform is the notion that he can beat middle-aged Hagen in a foot race.

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Cesar Chavez, Director of NFWA, addresses a rally of striking farmworkers after a march through Delano.

SPECIAL TO THE MOVEMENT

Harlan Hagen

No one should have been surprised when Democratic Congressman Harlan Hagen from Delano blustered against a war on poverty grant to the Farm Workers Association last month. Especially since the FWA is one of two unions challenging the monolithic power of farm interests in the San Joaquin Valley. Hagen has repeatedly gone to heel for the growers when the chips were down.

In August, Senator Kuchel also has asked for an investigation of the grant. He, too, has questioned "the experience and competence of the sponsors." Mr. Kuchel of all people, should comprehend the damage done by uneducated smear tactics. He has been victimized by such cruelty.

The fact is, Senator Kuchel never talked to the sponsors regarding the program. The fact is, Mr. Kuchel, who prides himself on careful fact gathering, and who abhors smear tactics, has ensured the National Farm Workers Association without making the least effort to learn first hand about the grant.

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The NFWA, in a public statement, announced, "The program was formulated for funding under Section 205-B, Migrant Programs, of the OSS, which section is directed by Mr. Tom Kierer. He is strongly supporting the funded program, but he and his boss Shriver, are receiving pressure from legislatures and right-wing groups. It is important to know that Sergeant Shriver offered Mr. Chavez a $21,000 job with the Peace Corps when it was first made.

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 cellphone 897-0500
Cesar Chavez Talks About Organizing And The History of the NFWA

"I'm just an organizer." An organizer is an outsider in many cases - there's no pretense of being in the community organizing in it. When you read his talk and his answers to questions, his position knows is power, and having the political and economic. You're building a structure is in for an awful surprise, and some organizers have been started just because there was money available to have them started.

Some organizers I know say, "All I need is money for CSO and we made very clear' that it was growing too fast, and it was making people organized, I don't mean you have to wait until you're fully organized, but how many groups attempt community organizing and many have failed. The biggest reason is that they've put their emphasis on meetings and discussion and writing up programs and not on working with the people. Many organizers get lost in the shuffle of going to meetings, and somehow this organizing is being organized too. Too often we see as a reason to this, people suggesting that you should have a survey or a study made.

Any one who has done any community organizing knows you can't have a program until you have the people organized. I don't mean you have to wait until they're fully organized, but how can you write a program without the participation of those you are trying to organize?

Community organization is very difficult. You're dealing with the people of years and then they shut it out and you're in business again. Or even a month, Community organizing is a day-to-day right from under this. Why we see so many other kinds of groups - church and union and some of these organizations formed.

There are different kinds of ideas of what community organization is. When I think of a community, I think of not Fresno, but the Mexican-Americans, or workers. Building Power

Anyone who thinks they can organize a community doesn't understand that the structure is in for an awful surprise, and a disappointment because things don't happen overnight. An organizer is not an answer to the present situation they are also speaking, really of power. If you haven't the power to do much organizing, you don't have the power to do anything. Some organizers (I know, "I need it in a room and the people of here in Fresno, and they can't make a decision to it.)

In many cases community organizers have been started just because there was some money for CSO and we made very clear to the donors that there could be no strong relationship. But there's always a strong attachment - that's an outsider in many cases - there's nothing wrong in that. But then he assumes a sort of special position in that program. When people say to him "I'm not going to be an officer, it's a people's program." What he's saying is it's something special, not an integral part of that group. I think that's the problem. It's a group of people in a pretty room you find yourself helping, 'I wish I had a vote in this outfit.'

If you're going to do community organizing, you're not just doing your job, some of the good people invariably get hurt.

Another problem is responsibility. If a minority group - the "Patzo" things - taking a letter to the Mayor, or having a petition for the PTA, it's not come acceptable. And once you become a respectable group, you're not going to turn around and say, "Boy, you had a letter to the Mayor and acting in that." So if your group is going to City Hall or the Police Department and fight with the Police Chief, and someone on your Executive Board is friends with him, then you would think twice before attacking him.

If an organizer comes looking for application he might as well stay home. He's not going to get any, especially out of a group that's never been organized or bad organized.

In the Association, to get 150 members, back a time. A lot of work over that, the work done, the street of the others who joined. It wasn't because on the part of the organizers that they joined, but because another worker was right beside him in the fields telling him about the organizers; the organizers, the only way they're going to be is to spend a lot of time with each individual worker, hours and hours and hours and hours and you're going to get nothing except a point where they can carry on their under a board or a great I don't think it would have worked. I wish I had to get the dues in order to eat. I suspect some of the members were paying down because of the price of the strike. A guy who's paid over a year or three years, he had to give up his job. But in CSO, if I was making a report, and there were five people in the room and I mentioned that they had to take off; very sensitive, we never got any argument, any debate in CSO. here's a lot of solidarity. It was a lot of movement, it was not in the strike. We had $85 in the treasury. We had the problem of people going out on strike and having no way to keep the storm is over, we had to drive to get workers to go outside the area to work so they wouldn't be striking.

Role Of Organizer

The organizer has to work more than anyone else in the group, to be the leader in a group is totally committed. And in the initial part of the movement there's a few people. How do we keep the movement will: collapse. So you have to be able to stay, I'm not going to be there for 5 years or 6 months, but until when they rid of me they'll have leadership to do it themselves.

Question: Are you dealing with the problem of leadership by becoming the leader? Do you understand what the development of leadership in NFWA?

We're young, and we say no, but we're not looking, the Pedro Larios is building barriers to guard against that. That's one of the reasons we have Vice Presidents - "You've performed a function you've developed as a leader - how do we increase our leadership, how do we get someone else?" When you're doing nothing but organizing, you don't have to do so much work, to do so much work, of things, if you don't have the energy to take too much, but one place long enough to make the team, you're not going to get any arguments.

The next question is: How do we get someone to do something and strengthen the organization.

In the beginning of the leadership from the group, you're got to have something going. Any experience may be different from SNCC, the group has to operate and develop leadership, and some people - say, "Well, that's pretty much the end of that group. So what do you have? You leave because you don't want hold back the leadership developing - but how do we get someone else, someone else to come along and do all that?" On that I've given an awful lot of thought.

AWOC

When we get to the point where we're negotiating, our hopes are to have a union where our groups would equally represent the workers and negotiate with the growers. The best thing we can do is negotiate with the growers themselves and bargain with us collectively. But if they want to bargain individ­ually with the workers, I have no objection to that. But we're an association, the Association. We need some time to do something organizing and strengthen the organization.

In the beginning of the leadership from the group, you've got to have something going. Any experience may be different from SNCC, but we have to do something to get going.

AWOC has some affidavits with the AFL-CIO so we can't do anything directly to them. We depend on the clergy, the stu­dents, the teachers, the farmers, the labor movement agreement that they'll stick to labor donations and we'll go to the groups.

We go beyond what we see as the limit by building solidarity. We can use the solidarity for the benefit of our members before a con­tract. We have a combination between a labor union contract. But we can use the solidarity in a contract to bargain the growers separately from AWOC. In fact, we can't even talk to the growers separately from AWOC in present.

Since AWOC affiliated with the AFL-CIO we don't go directly to them. We depend on the clergy, the stu­dents, the teachers, the labor movement agreement that they'll stick to labor donations and we'll go to the groups.

Minimum Wage

A minimum wage. Of course that would be good, but even with a minimum wage you can't get a fair price.