The National Farm Workers Association asks you:

Please Don't Buy

TREE-SWEET FRUIT JUICES
S & W FINE FOODS

These are products of the DiGiorgio Corporation, the largest grower of grapes in the Delano area. It has employed farm workers at miserable wages for years. 3,000 farm workers have been on strike in Delano since September, 1965. Thousands more marched in the Pilgrimage to Sacramento. The Schenley Corporation broke down and negotiated. But the DiGiorgio Corporation will not grant UNION RECOGNITION and COLLECTIVE BARGAINING -- rights that should be taken for granted. Instead it has made a fraudulent offer of elections among scab workers to see if they want a union. The strikers have already voted with their bodies, by going on strike. They have voted continuously for eight months. Those workers now working for DiGiorgio are scabs who went to work while other men starved for their rights.

Therefore, the NFWA is calling for a nationwide boycott of all DiGiorgio products, including S&W FINE FOODS and TREE-SWEET FRUIT JUICES, until DiGiorgio recognizes the NFWA as the sole bargaining agent for the DiGiorgio workers.

The DiGiorgio Corporation has a heart -- right in its pocketbook. YOU can hurt it there. Help the boycott! Help us succeed as we did against Schenley's!

Organizing Committee and the NFWA, the Independent Farm Workers' Association, as Senator Robert Kennedy proved in the recent farm labor hearings in Visalia, is not a workers' union at all, but a company union controlled by the DiGiorgio Corporation and its labor contractors, AWOC, the second pretense party to the elections, had not been on strike against DiGiorgio. Only the NFWA can represent the workers, but the DiGiorgio Corporation has refused to recognize the NFWA.

There were more problems. Although the NFWA supports the use of elections in labor disputes before a strike, none of its members are working for DiGiorgio any more -- they are all on strike. In the "DiGiorgio elections" they won't even be able to vote!

And even more problems. Before the elections, all parties entering would have to agree to certain conditions. If they win, they would have to submit to compulsory arbitration of any future disagreement by an arbitration board of one company and one union representative, and a court appointee. The union would have to stick to the decision of this group -- a rule rejected by all labor unions. Whether they won or not, none of the unions would be allowed to strike or bring economic pressure such as a boycott either before, during or AFTER negotiations, even if the negotiations broke down.

In short, DiGiorgio demanded that the union accept shabby terms. Such terms that no union would agree to once it had sat down to the bargaining table.

Holding a free election, even among scabs, would be a problem in itself. Trespassing ordinances have always kept union organizers off the DiGiorgio land and away from the homes of farm workers living there. How could the union campaign? The day after DiGiorgio called for elections he held a meeting of all the scabs working for him. Anti-union speeches were made and the men were served free candy and soda pop. Was a union represented freely at this meeting? On Thursday, April 21, a DiGiorgio guard drew a gun on a woman striker who was trying to speak to the scabs, threw her to the ground and hit another picker on the side of the head, requiring ten stitches (see photo above). Is this free speech?

Our only alternative is to keep the pressure on the DiGiorgio Corporation with a boycott and strike until it makes an honest offer of union recognition and negotiations.
As a Worker. You Are a Consumer. You Have the Right to Boycott.

1. Call an emergency meeting of your group to form an ad hoc committee to aid the farm workers' strike. Delegate to interested and sympathetic groupers; civil rights, church, union, and others should be included.

2. Send a delegation to the Retail Clerks Union, inform them of the boycott, and ask their cooperation. They might (ultimately) advise a large chain-store not to buy DiGiorgio products. This union could also call all its cashed-out members by the chain and send them to the NFWA office in Delano for families of strikers.

3. Send a delegation to the management of the company and ask them officially not to buy DiGiorgio products. You may tell the management that you intend to use a consumer informational boycott but you're forbidden by law to use threats of coercion or a general boycott of the store. Students should try to persuade their school officials not to serve DiGiorgio products.

4. Set up -- AS SOON AS POSSIBLE -- an informational picket in front of selected stores. This kind of informational picketing means you hand out fliers to all customers entering the store and ask them to respect the boycott.

5. **It is very important** -- in order to create the kind of persuasive tension that is needed in Delano -- to make every effort to publicize this boycott 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. It is UP TO YOU.

7. We are forbidden by law to boycott stores merely because they handle DiGiorgio products. Picket lines cannot encourage general boycotts of a store or a minority employees of stores carrying DiGiorgio products.

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**BOYCOTT CHECK LISTS**

S&W FINE FOODS
TREE-SWEET FRUIT JUICES
Indian River
Blue Flag
Blue Parrot
Broadway
C&T Premium
Dougherty
Golden Peak
Hi-Color

MacGills
Verbera
White Rose
Redi-Tea
Pique
Premier
Sun Vista Foods
Sunnyland
Jolly Farmer

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**DiGiorgio and His Cronies:**

DiGiorgio the Wine Company is owned by the famed DiGiorgio Fruit Corporation, one of those legendary free enterprises successful in the characteristic of the United States and embracing the fabulous career of the late Joseph, DiGiorgio, farmer, entrepreneur, extraoordinary companies. In 1919 Joe DiGiorgio acquired eighteen squares miles of farmland in southern San Joaquin Valley, now officially designated as DiGiorgio, California. The land was converted from the desert with the aid of pumped water, DiGiorgio remarking "Fruit is nothing but water and labor and more labor and freight."

He foresaw that the Prohibition was doomed. In 1922, giving past the Italian Swiss Colony at Asti, Sonoma County, he stepped and decided to get into the business. This he did with such immense success that when National Distillers bought Italian Swiss Colony in 1947, DiGiorgio owned it.

DiGiorgio has many other interests including a resort area in Barreiro Valley near Palm Spring, the Del Vista Winery at Delano and lumber mill operations in Oregon. While the Del Vista Winery was sold, as a handsome profit in 1946, the next year a modern winery with a storage capacity of 9,500,000 gallons was constructed at Delano (Cal.), permitting further expansion of bulk wine production.

The senior DiGiorgio had no children but trained his nephews in the operation of the business. As a result, his death was succeeded to the presidency by Joseph S. DiGiorgio while the brothers Philip and Joseph S. and another cousin, Robert DiGiorgio, are vice presidents of the giant enterprise, Robert also being president of the DiGiorgio Wine Company.

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**DiGiorgio Corporation Today**

The DiGiorgio Corporation's sales were $132,389,000 in 1964, its net income in that year was $2,894,000 or 2.2% of its net income doubled between 1960 and 1964.

The corporation's assets are $50,609,000. They include about 24,000 acres of land in grapes, citrus fruits, plums, pears, apples, quinces, pomegranate, cotton, and other crops.

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**THE MOVEMENT**

is published monthly by the staff of the Student Nonviolent Coordinating Committee of California. Cesar Chavez, general director of the SNCC, says, "THE MOVEMENT publishes, more than any other paper I know, the news of the upheavals among low income and minority people in this country. I urge those who support us to subscribe to this paper at the rate of $3 per year. Write SNCC, 449 14th St., San Francisco, California. 94103-6577.

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