

RALLY AT TRADER JOE'S

**SUPPORT FARMWORKER'S RIGHTS
AND TRUE SUSTAINABILITY!**

**THURSDAY
MARCH 18 2010**

6-8pm

The Coalition of Immokalee Workers, a farmworker-led organization based in Immokalee, Florida has called for actions targeting **Trader Joe's** supermarkets. Farmworkers picking tomatoes for Trader Joe's earn **40-50 cents for every 32 pound bucket of tomatoes they harvest—wages that have not risen since 1978**. Grinding poverty leaves farmworkers vulnerable to further exploitation from employers. Since 1997, **1,000 farmworkers were held in modern day slavery like conditions in the tomato fields where they work.**

The CIW is demanding that Trader Joe's sign onto an agreement (as many large corporations like Whole Foods and Subway already have) to agree to more humane standards in the fields, pay a **premium price for fairly produced tomatoes**, and to only buy from growers who meet these higher standards.

LOCATION:

TRADER JOE'S

(ON 14TH STREET, MANHATTAN, NYC)

As Trader Joe's continues to boast about the sustainability of its food, we ask them:

ARE POVERTYWAGES SUSTAINABLE?!

NO! MEET WITH THE CIW NOW!

For more information please visit us at

WWW.CIW - ONLINE.ORG