

BOYCOTT DRISCOLL'S BERRIES

IN SOLIDARITY WITH

FAMILIAS UNIDAS POR LA JUSTICIA (FUJ)



Produced by Community to Community Development , Bellingham WA

Organize Now: Boycott Driscoll's and Sakuma

Pressure Costco and Whole Foods to respect the boycott of Driscoll's berries that farmworkers are calling for in both Washington State and San Quintin Mexico.



Driscoll's is the largest berry distributor in the **world** with a history of unjust labor practices and repression of union organizing. The boycott will continue until the berry growers that Driscoll's sources from sign union contracts with the independent and fighting unions such as Familias Unidas por la Justicia (FUJ). Workers in FUJ and similar unions have been going on strike and demanding better wages and treatment in WA State and San Quintin.

Companies like Costco and Whole Foods who claim to care about justice in their supply chain must be convinced to stop selling Driscoll's Berries! We need to show them that consumers and farm worker allies are paying attention to these struggles all across North America and are demanding to see change leading to a better food system.

Your participation is needed!

FUJ has asked supporters to **launch boycott committees** as an act of solidarity! Here is what you need to get started.



How to Support Familias Unidas

- ◆ **Spread the Word:** Organize consumer informational leafletting at your local COSTCO Wholesale or Whole Foods. These are the grocers that currently need to be pressured into supporting the boycott by not selling Driscoll's. Hand out flyers, make noise, and be creative!
- ◆ **Bring it to the Management:** Use one of our letter templates or write your own to explain to the management at your local COSTCO or Whole Foods that you as a valued customer request the companies' full support of the Driscoll's Boycott. Get as many sent as possible!
- ◆ **Pass Resolutions of Endorsement:** Find organizations that will endorse the Driscoll's Boycott and encourage them to send a letter of endorsement and advertise their support.
- ◆ **Communicate with us:** We are happy to work with you! Be sure to send all materials and plans to boycottcoordination@gmail.com before any direct action. Like us on Facebook at: Familias Unidas por la Justicia.
- ◆ **Send us your photos and stories!**
- ◆ **Visit www.boycottsakumaberries.com for updates and more information.**



Outreach Goals and Strategies

Get store management to call Costco and Whole Foods headquarters

Driscoll's will respond to the pressure of store managers from across the country calling headquarters.

There is no set way to be successful in this goal, so get creative! Two people are just as capable as many. Think of what your group strengths and comfort levels. View the Action Roles guide that is attached to get started.

Think: Do you want to be big? Small? Loud? Disruptive? Calm? How are you going to use images? Will there be music? Dance? People have marched through the parking lot and into the store, quietly held personal statements of support, used drums and megaphones, and gotten consumers to give signed statements to management. Visit our Youtube channel for videos.

A secondary goal is educating consumers: hand out flyers and talk to people. It is okay to admit when you do not know the answer to a question. Send people to our website for information!

Remember to:

- ◆ **Respectfully engage** with authority figures. Your least threatening looking member can **buy time** (ONLY if they are comfortable) if you are escorted off the premises.
- ◆ Always **debrief** and collectively check-in with each other.
- ◆ **Document your action** with photos, videos, and words. Send everything to boycottcoordination@gmail.com

What NOT to do:

- ◆ **No civil disobedience**, do not risk arrest
- ◆ **Do not boycott COSTCO or Whole Foods.** Pickets are meant to inform the consumer of a product boycott not a boycott of the grocer.
- ◆ **NEVER** Use unapproved messaging
- ◆ **NO direct actions without consent of Familias Unidas**



FUJ Can Fly!

Who better to promote the boycott than FUJ farm worker members? In order to spread the word and pass resolutions of endorsement we recommend that you raise funds to bring FUJ leadership to your community. Call us to arrange a date and time and an event that respects the time and energy of FUJ members.

Similarly, use your media connections! Interviews are a simple and cost effective way to directly inform target audiences.



Ramon Torres

Organizational Endorsements

What: Resolutions of organizational endorsements are written, public statements of an outside organizations support, outlining what that organization is willing to do in solidarity with a cause.

Why: Passing resolutions of endorsements (1) displays community support, (2) attracts wanted media attention, (3) widens awareness, (4) encourages people who are “on the fence” to take action.

How: The process may differ depending on your organization. Here are some basic guidelines to get you started:

- ◆ Create a resolution statement of support for FUJ.
- ◆ Bring the statement to a meeting for discussion /voting.
- ◆ You may want to have a FUJ representative come to speak to your group (see side column).
- ◆ **Once it is passed, send the statement to FUJ and describe what the group is willing to do to support the boycott and farmworker rights.**

20 organizations have passed resolutions of support of FUJ and the boycott!

To view their statements go to:
www.boycottsakumaberries.com



About Community to Community Development

“At C2C we strive to develop projects that come from and are led by the folks from communities that need to affect change for improving the lives of their families and future generations.”

“We strive for solutions with dynamic participatory processes with equity that will guide our communities beyond the shifting of power and towards system transformations.”

Above is quoted from our website: <http://foodjustice.org/who-we-are/>

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Contact Us

We look forward to working with you to build a better food system! C2C Boycott Office:
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