

JANUARY 18, 2018

National Day of Fasting and Witness

Resource Guide

Compiled by the
ALLIANCE FOR FAIR FOOD



Table of Contents

Page 3	About the Jan. 18 National Day of Fasting and Witness
Page 4	Guide to Fasting
Page 5	Fasting as Demonstration: A Guide to Action
Page 6	Promoting the Fast on Social Media

SPIRITUAL RESOURCES

Page 6	“Fasting: A Spiritually and Socially Transforming Practice” by the Rev. Noelle Damico
Page 8	“Christian Reflection and Prayer for Wendy’s” by Wesley Snedeker
Page 9	“A Jewish Prayer for Public Fasting” by Rabbis Lev Meirowitz Nelson and Barbara Penzner
Page 10	“Islamic Ritual of Fasting” by Sahar Alsahlani
Page 11	Additional Calls to Action

ACTION MATERIALS

Page 12	Printable Wendy’s Manager Letter
Page 13	Boycott Wendy’s Chant Sheet
Page 14	Printable Boycott Wendy’s Flyer

JANUARY 18, 2018

National Day of Fasting and Witness

In December 1997, six farmworkers in Immokalee, FL made the decision to stop eating until the growers who owned the farms on which they toiled would hear their concerns. Low wages, verbal and physical violence, sexual abuse, and even forced labor plagued Florida tomato fields, and the workers who picked in those fields demanded better conditions. The Coalition of Immokalee Workers' members' hunger strike lasted 30 days, and only ended when former President Jimmy Carter and Bishop John Nevins of the Catholic Diocese of Venice intervened to call for a dialogue with growers, on the condition that the workers would break their fast. On January 18, 1998, at a Catholic mass with over 800 people in attendance, they did.

Today, the fight for justice in the agricultural industry continues. Incredible progress has been made since 1998 through the CIW's Presidential Medal-winning Fair Food Program, a groundbreaking partnership among farmworkers, Florida tomato growers, and major food retailers that has transformed the tomato industry in seven states along the East Coast. But outside of the protections of the Program, wages are still stagnant and hundreds of thousands of workers are still vulnerable to human rights abuses.

We, as allied faith leaders, have made a commitment to carry on this struggle to eradicate forced labor, gender-based violence, wage theft, and other such violations in the fields through our alliance with the Coalition of Immokalee Workers for the establishment and expansion of the Fair Food Program. We commit ourselves to standing with our nation's farmworkers in their mission to bring the powers of the food industry into partnership with them.

We witness, especially, the ongoing refusal of Wendy's, the last major fast food holdout, and their stubborn denial to do what is right in the eyes of their consumers and their global community. Instead of joining an initiative called "the best workplace monitoring program" in the U.S. in the *New York Times* and ensuring that workers' voices and personhood are respected in their supply chain, Wendy's has unconscionably chosen to shift purchases away from participating Fair Food Program farms in Florida to Mexican fields rife with endemic and unchecked abuse.

On January 18, 2018, we will fast and demonstrate outside of Wendy's franchises across the country in solidarity and protest. We will call upon the leadership of Wendy's to join their peers and listen to their consumers, and to finally sit at the table of justice with their workers. This mobilization is meant to be equal parts contemplative and motivating, equal parts private and public. As you fast, you are invited to consider the following active and spiritual resources. May they embolden and enrich your faithful engagement of this action.

Thank you for your participation and blessings to you as we join ourselves together in the common cause of dignity and righteousness.

Guide to Fasting

The following is a guide to help you prepare to fast.

Let's be honest – fasting is not meant to be a pleasant experience, at least at first. If it were, it wouldn't carry the moral weight and power that it does. Fasting is an act of sacrifice, one that we are undergoing because of our belief in bringing about a better world for farmworkers and for all people. Fasting, however, can be and has been an act of sacrifice that is safe, contemplative, tremendously powerful, community-building, life-altering, and positive.

Before fasting, it is important to consider how it will affect your body. The human body is an amazing machine. We take it for granted. It is capable of much more than many of us give it credit for. It can climb mountains, run marathons and, yes, it can function without food for long periods of time. The body is designed to fast. We do it every night. The January 18 National Day of Fasting and Witness will be a relatively short – and very feasible – stretch to go without food.

Even so, keep in mind a few important health tips. We're not experts; but we have found these to be effective at maximizing comfort and safety as you fast:



- + Taper off your consumption of salt, meats, caffeine, sugar, dairy, and fried foods in the days leading up to the fast.
- + Eat smaller meals for a couple days beforehand.
- + Avoid alcohol, caffeine, and any drugs not prescribed by a doctor during the fast.
- + Drink lots of water!
- + When it is time to break the fast, do so slowly by introducing juices and bland soups in small portions, then work your way up to richer foods.

Please consult a doctor if you have any medical conditions that could impact your ability to fast, such as diabetes or heart problems. You're also encouraged to do your own research ahead of the fast.

Fasting as Demonstration: A Guide to Action

There are lots of ways to participate in the public component of this mobilization! The simplest way to do so is to deliver the [letter on page 12](#) to a local Wendy's restaurant, and to stand outside that franchise for a few hours (one to three is suggested) on the day of the fast to serve as a witness to passersby of Wendy's refusal to join the Fair Food Program. You may choose to engage your congregation as well as other clergy and faith leaders in your area in order to organize and carry out this witness together.

Depending upon your location and on the passions of your faith community, you also may undertake the following:

- + [Organize a flyering event!](#) Print copies of the [flyer on page 14](#) to distribute in an area with high visibility and pedestrian traffic near the selected Wendy's restaurant.
- + [Picket a Wendy's!](#) Connect with local CIW and AFF allies, and other local faith communities, for a spirited picket at the Wendy's franchise. Be sure to create plenty of colorful Boycott Wendy's signs, and maybe even a large banner that clearly communicates our message. It's important, too, to have flyers and the [chant sheet on page 13](#) on hand to educate passersby. You can end your picket with a line-up of speakers or a group prayer.
- + [Hold a candlelight vigil!](#) Gather people of faith in your area together to prayerfully lift the issue of farmworker justice for the transformation and mobilization of those gathered. Consider gathering in the evening outside a Wendy's establishment to strike a more reflective tone. Provide participants with candles (don't forget wind guards – 10 oz clear plastic cups work well!) and incorporate some music and songs if possible. Speakers can share reflections and prayers. Be sure to share profound moments on social media!
- + [Stage a pray-in!](#) Go to a local Wendy's and hold a short prayer service to elevate and personalize the call for Wendy's to join the Fair Food Program. You can hold your prayer service inside or outside the restaurant. If you choose to pray inside, which can be a powerful and elevating experience, it is important to comply with the Wendy's personnel when they ask you to leave. The [prayers on pages 9-11](#) may serve as helpful templates for public prayers that are offered with the Wendy's Boycott in mind.

[Make sure to document your action!](#) Before the event, distribute a press release to local news channels. During the event, use smartphones or cameras to take photos and videos and then share them to amplify your message via local media and social media using the [#BoycottWendys](#) hashtag (the next section has more social media ideas). Finally, send us a reportback at organize@allianceforfairfood.org so we can include it in the national CIW and AFF report!

[Don't forget that the most profound events are those organized by your community for your community.](#) Do you have a great idea for a peaceful public event that lifts the call for Wendy's to join the Fair Food Program that is not listed here? Pursue it! Grassroots-level faith organizing is vital to the success of this campaign.

For more support in planning your action, email us at organize@allianceforfairfood.org.

Promote the Fast on Social Media

So many of our important engagements in life take place on social media, and justice work is not any different! Establishing a social media presence for this action and showing Wendy's that we are united in this way is very important. As you fast and take part in the day's activities, make sure to tell your friends and contacts on social media about the event.

Here are some sample posts you can use or adapt (remember to tag @Wendys and use the hashtag #BoycottWendys on all social media platforms):

I am fasting today with @ciw and @alliance4ff faith allies because @Wendys still refuses to join the @FairFoodProgram! #BoycottWendys

Stop sexual violence in the fields! Today, I fast so @Wendys will join the @FairFoodProgram and respect farmworker women. #BoycottWendys

.@Wendys, today we fast as allies with @ciw because farmworkers in your supply chain deserve respect. #BoycottWendys

Don't forget to also take a picture for Instagram at the public witness, and to share your activity with your own and your congregation's followers on Facebook!

Fasting: A Spiritually and Socially Transforming Practice

The Rev. Noelle Damico, Senior Fellow,
National Economic and Social Rights Initiative
Copyright 2003, updated 2017

Fasting is a spiritual practice embraced by many faith traditions. People of faith may be familiar with fasting at Ramadan within the Muslim community or fasting undertaken during Lent in the Christian community. Fasting has an ancient history and is part of scriptural texts that inspire faith.

In Jonah we find that the people of Nineveh illustrate their desire to repent and live rightly by putting on sackcloth and ashes and observing a fast (Jonah 3:5-10). The prophet Isaiah warns that fasting must be connected to the seeking of justice, else it is a hypocritical action to which God will not respond (Isaiah 58:1-14). Though Jesus did not proscribe fasting, he presumed that his followers engaged in the practice of fasting, giving instructions to limit

prideful exhibitions (Matthew 6:16). In Islam, siyam (fasting) means abstinence from doing something. Principles of fasting are set in the Koran (Surah II: The Cow, Verses 177-187) so that practitioners may learn self-restraint and hence refrain from wrongdoing. Fasting demonstrates submission to Allah (God).

There are a variety of “purposes” for fasting, but a central purpose is that of reconciliation – to God and to one’s neighbor. From the practice of fasting we should be able to see God’s vision for our world more clearly and

become determined to live with integrity. Fasting helps us identify the grave injustices around us, acknowledge and take responsibility for our participation and complicity in such injustice, and prepares us to act with God to transform ourselves and our world.



Prayer is an important complement to fasting and focuses our confessions and intercessions. Practitioners of fasting often report an intensity to their prayer lives – as if the shedding of food for a period makes space in the mind, heart, body, and soul for God. While fasting heightens the believer’s spiritual awareness, it also brings lasting insights into the physical needs of the body and the daily struggles of those who are hungry and poor. When we fast, we physically experience in a small way the evil of hunger that daily deprives millions of our sisters and brothers of health and life.

Renowned leaders such as Mahatma Gandhi, Cesar Chavez, and Martin Luther King Jr. fasted. Gandhi was a Hindu whose fasts were acts of satyagraha (or non-violent resistance). The fasts were directed toward those who had said they cared about him in an effort to encourage them to realize their mistakes and correct themselves. He regarded the process of fasting as one of purification. While rejecting the practice of fasting in order to convince another of one’s ideals, Gandhi believed that hunger strikes were called for when inhumanity was practiced. Gandhi expected those who were engaging in civil disobedience to prepare themselves to “love their enemy” through fasting prior to engagement. While such fasting may have the consequence of changing the mind of others, the fast deepens the commitment and clarity of the practitioner to non-violent approaches to resolving injustice and conflict.

Cesar Chavez, organizer and leader of the United Farm Workers, was inspired by Mahatma Gandhi’s teaching and practice. Cesar was a Catholic believer who fasted, and encouraged others to fast, as a way of drawing attention to the injustices faced by the migrant workers who were seeking to organize and as a way to demonstrate to his own people the power and possibility of non-violence. Such fasting was an extension of the grape boycott, another non-violent means of seeking change. Just as in the Wendy’s boycott we abstain from buying the company’s products as a peaceful way of expressing disapproval and seeking change, in this

fast we abstain from food in order to peacefully protest the injustice faced by Florida tomato pickers and prepare ourselves to diligently work for transformation in the fast food and agricultural industries.

The Rev. Dr. Martin Luther King, Jr. also regularly fasted. Though he and Cesar Chavez never met, Martin sent Cesar a telegram during his 25 day fast in Delano which read, "As brothers in the fight for equality, I extend the hand of fellowship and good will and wish continuing success to you and your members...You and your valiant fellow workers have demonstrated your commitment to righting grievous wrongs forced upon exploited people. We are together with you in spirit and in determination that our dreams for a better tomorrow will be realized." Dr. King once preached, "What does it profit a man to be able to eat at an integrated lunch counter if he doesn't have enough money to buy a hamburger?" He knew that genuine equality was impossible in a climate of dramatic economic inequality.

And so you are invited to join this fast for justice and fair food with members of the Coalition of Immokalee Workers. May it be a time of purification for you, as you seek truth and clarity. May it be a time of divine encounter, when you experience the presence and power of God. May it be a time of community, as the workers are strengthened by your witness, and you are strengthened by theirs. And finally, may it be a time of re-orientation, that you may name the patterns of injustice and commit anew to their transformation. May we be the change we wish to see in the world.

Christian Reflection and Prayer for Wendy's

Wesley Snedeker, Student Pastor, Naples United Church of Christ;
M.Div. Candidate, Chicago Theological Seminary Class of 2019

REFLECTION

It is a deeply cherished belief among Christians that God empowers us to be agents and initiators of a new way of being in the world--a new life not governed by old boundaries and petty prejudices but by justice, peace, and truth. The apostle Paul reminds us that "salvation is nearer to us now than when we became believers" and that to carry out our charge to its fulfillment, we must "lay aside the works of darkness and put on the armor of light" (Romans 13:11-12). We must be the doers who create the world that the Almighty intends. We must be builders and planters and educators who inspire and inform new builders and planters and educators. In our word, work, and witness, we hope to offer on January 18 the hand of fellowship to the leadership of Wendy's, an organization that has long resisted Christ's call, and invite them to be workers for God's newness.

In that spirit, may those who hunger and thirst for righteousness, those who recognize salvation's imminence and have put on the armor of light, offer a prayer as they publicly proclaim their confidence that Wendy's can become an ally in the ushering in of God's reign. The prayer below is suggested, but participants are invited to pray as they feel directed by the Spirit.

PRAYER

Creating and Redeeming God, be with Your people today in their struggle for justice. We thank You for the blessing of gathering together as people with common purpose, and we are grateful that You have directed us to Your transforming and renewing work. God, we ask today that You bring Your spirit into the lives of Wendy's owners and executives. May they come to know Your peace and seek out Your voice. Surround them with Your love that shatters boundaries and abolishes injustice. May they respond in faithful discipleship to Your presence and join with their neighbors in creating a just world for all.

Lord, empower Wendy's to join the Fair Food Program. May they become a leader in their industry not through exploitation but through partnership; not in violation but in dignity; not by stratification but by fellowship. May they engage Your call in the world to announce a new day in this nation's harvest, and in doing so may they become an instrument of the coming of Your beloved community.

We pray this with knowledge of Your love for us and with confidence in Your reforming activity in the world. In Jesus,

Amen.



A Jewish Prayer for Public Fasting

by Rabbi Lev Meiowitz Nelson and Rabbi Barbara Penzner
on behalf of T'ruah: The Rabbinic Call for Human Rights

In ancient Israel, the rabbis would declare a public fast when a drought or other disaster threatened the community's survival. The Talmud (the foundational book of rabbinic Judaism, completed around the year 600) records a story (Ta'anit 25b) in which lengthy prayers on a fast day brought no relief. Finally, the great Rabbi Akiva stepped to the podium and called out, "*Avinu Malkeinu* ("our father, our king"), we have no ruler but You; *Avinu Malkeinu*, for Your sake have mercy upon us!" Rain immediately began to fall. The story provided a starting point for centuries of liturgical creativity, always coming back to Rabbi Akiva's opening words. Today, *Avinu Malkeinu* is part of the fixed liturgy of fast days, as well as of Rosh Hashanah and Yom Kippur. This contemporary prayer offers a non-gendered interpretation of "avinu" and "malkeinu."

Avinu Malkeinu, our Sovereign our Source, nourish those who fast today for justice.
Avinu Malkeinu, our Sovereign our Source, strengthen us as we stand in the breach.
Avinu Malkeinu, our Sovereign our Source, inspire us when we are weary or dejected.
Avinu Malkeinu, our Sovereign our Source, grant our opponents wisdom and compassion to see the error of their ways and return in *teshuvah*.

Avinu Malkeinu, our Sovereign our Source, bless all those who labor to put food on our tables.
Avinu Malkeinu, our Sovereign our Source, and hallow our work and our workers in all their manifestations.

Avinu Malkeinu, our Sovereign our Source, rid us of sexual harassment and violence.

Avinu Malkeinu, our Sovereign our Source, bring an end to exploitation, wage theft, and slavery.

Avinu Malkeinu, our Sovereign our Source, lift up the voices of those for whom this is not theory but daily life.

Avinu Malkeinu, our Sovereign our Source, remember and remind us that we are all created in Your image.

Avinu Malkeinu, our Sovereign our Source, speedily bring about the day when and inequality shall be no more.

Avinu Malkeinu, our Sovereign our Source, make this the year that justice rolls down like a mighty stream.

(We might then also sing the traditional refrain in Hebrew:)

Avinu Malkeinu, chonenu ve'aneinu, ki ein banu ma'asim. Aseh imanu tzedakah vachessed vehoshi'enu.

Avinu Malkeinu, Our Sovereign our Source, be gracious to us and answer us, for we are empty of meritorious deeds. Deal with us in righteousness and love, and redeem us.

Islamic Ritual of Fasting

Sahar Alsahlani, Muslim Peace Activist and Member,
Community of Living Traditions at the Stony Point Center

A “muslim” is anyone who surrenders to the will of a higher power. One submits to a creator in thought, word, and deed, and surrenders to God’s will. A muslim is continuously aware of what he or she needs to do in order to earn the blessings of our Creator. Through this life of piety, one lives a life of worship.

In Islam, one of the five pillars is the act of fasting during prescribed days throughout the year. Fasting is a way to guard against evil, remain God-conscious, self-check your piety, and maintain discipline.

One of the most precious outcomes of fasting is social solidarity, and a means to sacrifice for a cause dear to you. Fasting is a non-violent method of protecting oneself from evil, and safeguarding society from self-serving instincts. Throughout history, fasting has been used as a method of instilling devotion and conviction, cultivating the awareness of needs of the community, and promoting the general welfare of all.

In Islam, fasting is one of the most personal acts of worship. It is one of the most sincere ways of relating to the divine.

PRAYER

Oh, merciful, benevolent, and just God. God of truth and balance. We thank our treasured brothers and sisters who farm tenaciously in Immokalee. We ask that they are healthy, and have peace of mind and peace within the hearts. We know that this can happen only if you open the hearts and minds of Wendy's owners and executives. We ask that Wendy's owners and executives remember the just laws of humanity, and the dignity of the workers who put food on our tables, and who provide the inventory for that which Wendy's profits from. We ask that the Wendy's community realizes, in their hearts, that profit, and a life made from inhumane exploitation, is a life against, you, Oh God, and is a life that can never be holy. We fast in your name, Oh God, as we stand in solidarity with every farmworker, and for the justice for the land and animals involved in the process as well. But most of all, dear God, we pray for the lost souls of the Wendy's community, who have drifted from your message, and pray that they make any wrongs towards their farmworkers, right, insha'allah.

In the words of our beloved prophet, let us all remember to

"Pay the worker his fair wages before the sweat dries from his brow." - Prophet Mohammed, Peace and Blessings be upon Him.

Ameen.

Additional Calls to Action

Our traditions are unified in their coupling of spirituality with activity to bring about a just world. Consider taking on the following during and after our nationwide interfaith fast!

- + [Write an op/ed or letter to the editor in your local paper](#) about your fast and the Wendy's Boycott. Contact us at organize@allianceforfairfood.org for support and resources, including campaign talking points.
- + [Write an article for your congregation's newsletter or your denomination's publication](#). Share with your community why you are fasting, how the struggle farmworker justice connects with your tradition, and how your community can deepen its involvement in the Wendy's Boycott.
- + [Send a postcard or letter to Wendy's leadership and invite your congregation to organize a postcard-mailing or letter-writing drive](#). You can download a printable postcard on the AFF's website; or, you can write your own message to Wendy's executives about why you are fasting and why the company should join the Fair Food Program.
- + [Invite a CIW farmworker member to your congregation](#) to share about their work for justice in the fields. One of the most powerful actions you can take is educating members of your community about the history of abuse in the agriculture industry, how the Fair Food Program is bringing justice to the fields, and how they can participate. Contact us at organize@allianceforfairfood.org for details.
- + [Donate the money you would have spent on food to the Fair Food Sustainer Program at **fairfoodsustainer.org**](#) to ensure that the Fair Food Program and the Wendy's Boycott campaign can continue and grow.

Dear Wendy's Manager,

As a Wendy's customer and supporter of the Coalition of Immokalee Workers' (CIW) groundbreaking Fair Food Program, **I am writing to inform you that I am joining the CIW and consumers of conscience in boycotting Wendy's until the world's third largest hamburger chain joins the award-winning Fair Food Program.**

Wendy's has the opportunity to join the CIW's Fair Food Program (FFP), an historic partnership among farmworkers, Florida tomato growers, and 14 multibillion-dollar food retailers, among them McDonald's, Subway, and Burger King. Participating retailers commit to 1) buy their Florida tomatoes exclusively from farms where workers' fundamental human rights are upheld according to the Fair Food Code of Conduct and 2) pay a small Fair Food premium on their tomatoes which is passed down through the supply chain and paid out directly to workers by the growers. **The FFP guarantees rights never before seen for Florida farmworkers, such as rights to shade and rest breaks from their grueling work, and zero tolerance for sexual harassment and modern slavery. Since 2011, participating buyers have paid more than \$26 million through the FFP, constituting the first real pay increase for workers in over 30 years.**



Rather than participate in what has been called the "best workplace monitoring program in the U.S.", Wendy's has run from responsibility and abandoned Florida tomato growers who are doing the right thing, instead removing its tomato purchases from Florida altogether. Not to support human rights in your supply chain is one thing. To abandon your suppliers because they do is a shameless and unacceptable abdication of responsibility in the 21st century.

Through a new corporate code of conduct for its suppliers, which took effect in January 2016, Wendy's is championing the failed practice of Corporate-led Social Responsibility. In response to increasing pressure from consumers to join the Fair Food Program, the code is a perfect example of the failed, widely-discredited corporate-controlled approach to social responsibility. From its vague "expectations" for ethical behavior from its suppliers to its toothless approach to consequences for suppliers who fail to meet those expectations, Wendy's latest corporate response simply doesn't measure up to the Fair Food Program.



By refusing to participate, Wendy's has opted to profit from farmworker abuse and poverty and is continuing to provide a market for less reputable growers, while deriving a very real cost advantage over its competitors. Of the big five fast-food companies, only Wendy's is not participating in the Fair Food Program. McDonald's, Yum! Brands, Subway, and Burger King all pay a penny more per pound for their tomatoes to help alleviate farmworker poverty. They also buy Florida tomatoes only from growers who agree to protect their workers' human rights by complying with the Fair Food Code of Conduct.

Countless farmworkers and consumers have called on Wendy's for the past three years to join the Fair Food Program, and thousands more will join them in a boycott as they learn that your company has thus far turned its back on true social responsibility.

I look forward to the day when Wendy's joins farmworkers and consumers in the movement for fundamental, verifiable human rights for the people who do the backbreaking and underpaid work to put food on all our tables, and profits in Wendy's pockets. Until then, you will not receive any of my business.

For more information, please contact the CIW at 239-657-8311 or workers@ciw-online.org.

Sincerely,



BOYCOTT CHANTS & GRITOS

BOYCOTT

Boycott....Wendy's!
Boycott....Wendy's!

We're not buyin'
what you're sellin'
The people are rebellin'
Boycott Wendy's,
Boycott now!

Your code may be empty
but our hearts are full
We're boycotting Wendy's
for a better world
We want, we want,
we want justice
We want, we want,
we want it now

*To the Tune of Na Na Hey
Hey (Kiss Him Goodbye) by
Bananarama*
Boycott Wendy's,
boycott Wendy's,
Hey, hey, hey.... goodbye

GENERAL

4 for \$4? How about one
penny more?

Wendy's is busted,
The people are disgusted
If they don't pay farmworkers
Then they can't be trusted

Your burgers may be square
But your food ain't fair!
Up, up, with the Fair Food
Nation! Down, down, with
the exploitation!

J-U-S, J-U-S-T-I-C-E! What we
want is justice in Immokalee!

What do we want? Justice!
When do we want it? Now!

One! We are the people! Two!
A little bit louder! Three!
We want justice for
farmworkers!

The people, united,
will never be defeated!

Hey, hey! Ho, ho!
Exploitation's got to go!

Wendy's, you can't keep
hiding, we the people are
uniting!

Get up! Get down! Fair food
has come to town!

Ain't no power
like the power of the people
'cause the power of the
people don't stop!
Say what?!

WWW.BOYCOTT-WENDYS.ORG

(Repeat after each line)
Everywhere we go
People wanna know
Who we are
So we tell them
We are the people
The mighty, mighty people
Fighting for justice
And a living wage

Move Wendy's
Get out the way!
Get out the way /
and join the new day!

ESPAÑOL

Wendy's, ¡escucha! ¡Estamos
en la lucha!

¡El pueblo, unido, jamás será
vencido!

¿Qué queremos? ¡Justicia!
¿Cuándo? ¡Ahorá!
¿Cómo ganaremos?
¡Luchando! ¿Cómo
lucharemos? Duro, duro /
duro, duro, duro!

¡Se ve! ¡Se siente! ¡El pueblo
está presente! ¡Se ve!
¡Se escucha! ¡El pueblo está
en la lucha!

Aquí estamos, ¡y no nos
vamos! Y si nos echan, ¡nos
regresamos!

¡Alerta! ¡Alerta! ¡Porque ya se
avecina / la lucha popular por
una vida digna!

¡Ni lluvia, ni viento!
¡Detendrá este movimiento!

¡Las calles son del pueblo!
¿Y el pueblo dónde está?
¡El pueblo está en las calles
exigiendo libertad!

¡No somos uno! Ni somos
cien! Gente de Wendy's,
cuéntanos bien!

Vamos compañeros,
hay que tener un poco más
de ganas.
Estamos todos juntos
nuevamente. La dignidad
del pueblo no se vende –
¡se defiende!

*(Repetir después de cada
renglón)* Somos el pueblo
El pueblo bien fuerte
Luchando por justicia
Y una vida digna

WWW.BOYCOTT-WENDYS.ORG



Join thousands of farmworkers, students, people of faith and consumers of conscience in refusing to patronize Wendy's until the world's third largest hamburger chain joins the Fair Food Program.

WHY WENDY'S?

Rather than participate in what was called the "best workplace-monitoring program" in the U.S. in the *New York Times*, Wendy's ran from responsibility and abandoned the Florida tomato industry altogether.

In response to increasing pressure from consumers to join the Fair Food Program, **Wendy's released a new code of conduct for its suppliers, a perfect example of the failed, widely-discredited approach to corporate social responsibility** that is completely void of effective enforcement mechanisms to protect farmworkers' human rights

For over three years, farmworkers and consumers have been demanding that Wendy's join its major competitors - Taco Bell, McDonald's, Subway and Burger King - in participating in the Fair Food Program. Yet, **Wendy's has instead consciously and shamefully opted to profit from farmworker poverty and abuse**, continuing to cling to the low-bar standards of the past when presented with an acclaimed and proven alternative.

[BIT.LY/BOYCOTT-WENDYS](https://bit.ly/boycott-wendys)

HOW TO TAKE ACTION

HARNESS THE POWER OF SOCIAL MEDIA



Tag your tweets and posts with these hashtags and handles:
#BoycottWendys, #FairFoodNation
[@Wendys](https://twitter.com/Wendys), [@CIW](https://twitter.com/CIW), [@FairFoodProgram](https://twitter.com/FairFoodProgram)

Here are two sample tweets for you to post:

I pledge to boycott [@Wendys](https://twitter.com/Wendys) until the final fast food holdout joins [@FairFoodProgram](https://twitter.com/FairFoodProgram)! bit.ly/boycott-wendys #BoycottWendys

.@Wendys, your empty standards don't measure up to [@FairFoodProgram](https://twitter.com/FairFoodProgram)! I won't buy until you sign! bit.ly/boycott-wendys #BoycottWendys

ORGANIZE IN YOUR LOCAL COMMUNITY



Support the Wendy's general boycott by joining a local Fair Food Group! Contact us at organize@allianceforfairfood.org to connect with one in your area or start your own.

COALITION OF IMMOKALEE WORKERS

The Coalition of Immokalee Workers (CIW) is a farmworker-led human rights organization recognized internationally for its achievements in social responsibility, human trafficking, and gender-based violence at work. The CIW's Fair Food Program has eliminated modern-day slavery and sexual violence, improved farmworker wages for the first time in decades, and guaranteed basic protections for workers. In 2015, the Program expanded beyond the Florida tomato industry to include seven states and three crops.

www.ciw-online.org

ALLIANCE FOR FAIR FOOD

The Alliance for Fair Food (AFF) works in partnership with the CIW, building a vibrant, diverse national network that takes action in pursuit of fair wages and working conditions for farmworkers through the national Campaign for Fair Food.

www.allianceforfairfood.org

STUDENT/FARMWORKER ALLIANCE

The Student/Farmworker Alliance (SFA), is a national network of students and young people organizing alongside farmworkers to uproot exploitation in the fields and build a food system based in justice, respect and dignity for farmworkers.

www.sfalliance.org