



HUMAN RIGHTS DAY - 12/10/16

WRITE TO WENDY'S CEO TODD PENEGOR

As the basic human rights of so many are being challenged across the country, it is now more important than ever that we protect the human rights gains we've won and struggle together to push them forward. **The Fair Food movement is fundamentally a human rights movement**, broad and inclusive of immigrant rights, labor rights, women's rights, and even consumer rights. Indeed, this is the right to demand that, in the 21st century, food corporations no longer turn a blind eye to abuses in their supply chains, but use the power of the market to help fix the poverty and exploitation that their purchasing policies have driven for so long.

The Fair Food Program has been called in the *Washington Post*, "One of the great human rights success stories of our day" for its incredible achievement in transforming the U.S. agricultural industry, once built on deeply entrenched poverty and exploitation. Wendy's refusal to join the Fair Food Program continues to pose one of the largest threats to the protection and expansion of basic rights for thousands of farmworkers. **Wendy's recent response to the Coalition of Immokalee Workers**, published on their Corporate Social Responsibility blog "The Square Deal" in October, misconstrues completely the function of the Fair Food Program and worse, extolls their decision to purchase from farms in Mexico where there have been well-documented human rights abuses.

It is in response to Wendy's continued and particularly egregious resistance to supporting verifiable, enforceable human rights for farmworkers that the CIW launched its **second-ever corporate boycott** in the 15-year history of the Campaign for Fair Food.

This Human Rights Day, December 10, the CIW invites you to write letters to Wendy's CEO Todd Penegor to call on him to bring Wendy's to the table and into the Fair Food Program. We encourage you to engage your congregations, families, and communities in writing letters to Mr. Penegor, flooding Wendy's mailboxes with the Fair Food Nation's clarion call for justice. We also welcome you to amplify the impact of your action by thinking of creative ways to deliver copies of your letter to local Wendy's restaurants, whether by a delegation, vigil, theater, or picket.

The following guide includes letter-writing tips, information about where and how to mail the letters, ideas for engaging your community, and next steps. Good luck!

TIPS FOR WRITING A LETTER

1. **Address your letter to Mr. Todd Penegor.** As President and Chief Executive Officer of Wendy's, Mr. Penegor has the power to bring Wendy's into negotiations with the CIW and ultimately, into the Fair Food Program.
2. **Mention that you're writing this letter in celebration of Human Rights Day.** Along with Fair Food supporters nationwide, you're calling on Wendy's to do its part to protect the human rights of the farmworkers in its supply chain that make the corporation's – and Mr. Penegor's – profits possible.
3. **In the body of your letter, you have the opportunity to make the case for why Wendy's should join the Fair Food Program – and why Mr. Penegor should use his influence to make that happen.** For this purpose, in the next section of this guide we've included information about the Fair Food Program and its achievements, as well as the central Wendy's Boycott talking points. You can focus on one point, incorporate a few together, or mention all of them in your letter. You can also draw from personal experience to strengthen your case.
4. As the national boycott grows, Wendy's is feeling the pressure from consumers taking action from coast to coast, and from South to North. **The national scope of our campaign and the sustained commitment of allies matters to a large, brand-conscious corporation like Wendy's.** Share with Mr. Penegor where you're writing from, and how you and your local community, congregation, or group has already or plans to continue building the Wendy's Boycott. If you plan to take action on Human Rights Day at a local Wendy's, let him know!
5. **Make clear to Mr. Penegor what you are asking, and what he needs to do about it:** "I urge you to respect the fundamental human rights of farmworkers in your supply chain by bringing Wendy's into the Fair Food Program – an enforceable, verifiable solution to the poverty and exploitation that has characterized the agricultural industry for too long."
6. Sign off, put your letter in an envelope, and mail to:

**Mr. Todd A. Penegor
The Wendy's Company, Inc.
One Dave Thomas Boulevard
Dublin, OH 43017**

WHAT TO INCLUDE IN YOUR LETTER

BACKGROUND ON THE FAIR FOOD PROGRAM

- The CIW's Fair Food Program (FFP) is an historic partnership among farmworkers, Florida tomato growers, and 14 multibillion dollar food retailers – including all of Wendy's key competitors in the fast food industry: McDonald's, Burger King, Subway, Taco Bell, and Chipotle. The FFP is the first comprehensive, verifiable, and sustainable approach to ensuring better wages and working conditions in the US's agricultural fields.
- Retailers participating in the Fair Food Program commit to 1) buy their Florida tomatoes exclusively from farms where workers' fundamental human rights are upheld according to the worker-designed 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 Fair Food Program guarantees rights never before seen for Florida farmworkers, such as rights to shade and rest breaks from their grueling work, and zero tolerance for the worst of abuses: sexual harassment and modern-day slavery.
- Since the Fair Food Program's inception in 2011, participating buyers have paid nearly \$23 million to farmworkers through the FFP, constituting the first real pay increase for workers in over 30 years. For the second time, this summer, the FFP expanded to tomato fields in six states beyond Florida; and this past season, the FFP also expanded into Florida strawberries and bell peppers.
- An April 2014 front-page *New York Times* article detailed how the industry has gone "from being the worst to the best" work environment in US agriculture, while a *Washington Post* Op/Ed called the Fair Food Program "one of the great human rights success stories of our day."

WENDY'S BOYCOTT TALKING POINTS

- Wendy's has not only refused to join the Fair Food Program, but has stopped buying tomatoes from Florida since the implementation of the FFP there. Rather than support an industry setting new standards for human rights, Wendy's ran from responsibility by taking its tomato purchases to Mexico, where workers continue to confront wage theft, sexual harassment, child labor, and even slavery without access to protections. Not to support human rights in its supply chain is one thing – to abandon its suppliers because they do is a shameless and unacceptable abdication of responsibility in the 21st century.

- Instead of joining the FFP and its widely-acclaimed, uniquely successful worker-driven model of social responsibility, Wendy's released a supplier code of conduct that contains no effective mechanisms for worker participation or enforcement. Wendy's new code, which took effect in January 2016, represents the very worst of the traditional corporate approach to social responsibility driven by public relations rather than human rights. From its vague "expectations" for ethical behavior from its suppliers, to its toothless approach towards consequences for suppliers who fail to meet those expectations, Wendy's latest corporate response does not measure up to the FFP.
- Wendy's stands alone as the last of the five major fast food corporations in the country to refuse to join the FFP: McDonald's, Burger King, Yum! Brands and Subway are all doing the right thing and participating in the Program. By refusing to join, Wendy's is deriving a very real cost advantage over its competitors, while continuing to provide an alternative market for less reputable growers.
- Countless farmworkers and consumers have called on Wendy's to join the Fair Food Program for the past three years, and tens of thousands have already joined them in a national boycott as they learn that Wendy's has continued to turn its back on true social responsibility.

ENGAGING YOUR COMMUNITY

Grow your impact by asking your family, friends, and community to write letters to Mr. Penegor! You can pass along to them this letter-writing guide, or better yet, organize a get-together or potluck to write letters together. If you collect multiple letters, make sure to mail each individual letter in a separate envelope.

To amplify your impact even further, organize a creative delivery of copies of these letters to a local Wendy's restaurant. Gather together a group of people who wrote letters to demonstrate to local Wendy's management that conscious consumers in your area are boycotting Wendy's. You could arrange a simple but effective delegation, or spice things up with a candlelight vigil or a lively picket outside the store. Local management will report back to Wendy's regional corporate offices, and the pressure will climb up the corporate ladder!

NEXT STEPS

Get in touch with the Alliance for Fair Food in Immokalee after you've mailed your letter(s). Email us at organize@allianceforfairfood.org or give us a call at (239) 657-8311. That way, we can keep track of how many letters go out to Mr. Penegor. If you plan an action or a public witness, send us a quick report and any pictures you have so we can share it with the rest of the AFF network!