

BOYCOTT DEPARTMENT  
United Farm Workers of America, AFL-CIO  
P. O. Box 62  
Keene, Ca. 93531

September 24, 1976

TO: BOYCOTT STAFF & VOLUNTEER COMMITTEES

From: Nick Jones

Enclosures: Legal Department Memos (2)  
United Rubber Workers Thank UFW  
Sun World Logo  
Broad Sheets (5)

(1) Greater effort needed against Magglio-Tostado, Metzler & McFarland Rose.

In the next few weeks, every effort possible by boycotters should be directed against grocers or nurseries handling any products from the 'unfair' list or those advertising non-UFW grapes. Magglio-Tostado's "Sun World" label is particularly vulnerable to the boycott because they are trying to promote their label so that it becomes as well known as "BUD" or "DOLE".

All leaflets should highlight the Sun World logo (see enclosed) with an appropriate 'X' or "Don't Buy" in large letters. A copy is enclosed for reproduction. Make sure that grocers and nurseries that gave commitments are keeping it by checking their stores and warehouses. The most important part of your work is regular checking of all grocers and nurseries for the scab products and the picketing of stores where found.

(2) J. R. Norton - Jack Radovich - Coachella Growers, Inc.

These three growers are not on the unfair list but are refusing to move in negotiations. We want pressure applied on them through phone calls from grocery and produce executives.

Coachella Growers (citrus - to Sunkist) - (714) 347-4482  
J. R. Norton Co. (lettuce) - (408) 424-3093  
Jack Radovich (grapes) - (805) 725-3519 Labels are: Big Mama - Mother - Baron  
Marrion J. - Radovich

The phone messages to the growers should be to the effect that local boycotters are warning them away from their products because they're about to be placed on the UFW's unfair list. Have them ask if it's true, what are the risks if they have their products, etc. Let the boycott department know who calls from your city and the growers' reactions.

(3) Volunteer Support Committees asked to take greater responsibility.

With virtually all of the boycott staff from the U. S. and Canada having left the cities to come work on the Proposition Campaign - the union's boycott department is relying heavily on volunteer support committees to do the work that needs to be carried on.

The Dole boycott victories were significant in that chain commitments held - and pressure continued to mount despite the fact that 2/3rds of the boycott staff was either in California or on their way.

All of this speaks to the tremendous strength and support nationally of good people willing to give some of their time to the cause of farmworkers. The ability of you, the support committees, to pull together activities against the 'unfair' list will determine whether farmworkers working under Magglio-Tostado, H. P. Metzler and McFarland Rose win decent working conditions in the near future or whether they must wait another year to win contracts.

If your committee needs help in putting together a plan or if you have any questions, call collect person to person for the boycott department and we'll return your call (805) 822-5571.

(4) " S I C O N I 4 ! "

More than 360 people are working the streets of California's cities and, as of September 21, had registered 91,865 new Democrats using postcard registrations. They're averaging between 12 to 15,000 per day. Cesar and the executive board members are spending every day addressing rallies and attending meetings soliciting support for Proposition 14.

The controversy of Prop. 14 is raging throughout the state as growers begin to pour thousands into full page ads in major papers. Political candidates maneuver to win favor with the growers by attacking Prop. 14. Two of the state's major newspapers have taken editorial positions against the passage of '14'.

The costs of the campaign to the UFW are tremendous. Street contributions, 'hustling' and help from longtime UFW supporters in the state are helping to keep costs to a minimum. On October 10th, a "Fiesta for 14" featuring stars like Greg Allman, Cher, Warren Beatty, Rosie Grier, Valerie Harper, Paul Newman and many others will be held in hopes of raising \$20,000 for the Campaign.

Whereas the growers are expected to pour \$3 million to try to defeat '14', our victory will be assured because of the hundreds of thousands of hours spent in shopping centers, going door-to-door and in the streets by hundreds of volunteers from throughout the U.S. and Canada - and by the thousands of farmworkers who will leave their homes and their work in the last days of the Campaign to bring their appeal personally to the voters of California to vote "Yes on 14".

(5) West Foods Victory - Eliseo Medina Congratulates Boycott.

Eliseo Medina, head of Contract Administration Department, congratulated the boycotters on helping to win the West Foods Contract. Eliseo said, "The negotiations had been dragging until the Company felt the heat of delegations and sit-ins called for in the last few days of the fight. The West Foods parent company, Castle & Cooke, receiving numerous calls from grocer executives and boycotters, got very excited and serious about negotiating."

It was the action of the boycott that brought Dan Rathenberg of the Berkley Food Coop into the picture to act as a mediator in the talks. Rathenberg was approached by the Company's representative, John Douglas, to act as mediator shortly after presentations were made to the Coop's Executive Board by Douglas and Paul Milne, Bay Area boycott director. Each presented their side and the Coop's board voted to honor the boycott.

Rathenberg stated after the negotiations ended successfully, "At several key points in the negotiations including the Company's demand for a probationary period, it was the pressure of the boycott that made the Company move towards a negotiated contract."

(6) The European Boycott.

In the past year, grape growers have doubled their sales in Europe and Asia. Europe is becoming more and more important to California agri-business.

German boycotters visited La Paz in August and participated in the re-structuring of the European boycott. The plans call for a full time coordinator to work in Brussels and coordinate the boycott and fundraising efforts in the following eight countries:

England, Germany, Italy, France, Norway, Sweden, The Netherlands and Belgium

Norway boycotters produced a great deal of publicity around the Dole boycott almost overnight in all of the top newspapers of Norway along with pictures of the "Boikottaksjon amerikansk frukt." Berge Furre, chairman of the Agricultural Committee of the Norwegian Parliament also gained publicity in urging Dole to settle their labor dispute in a published letter to Castle & Cooke.

In England, Jane Fonda is working with Britain's boycott coordinator, Elaine Elinson on some large fundraisers. Fonda will speak for the UFW at rallies where "Fighting For Our Lives" will be shown and also at large house parties where well-to-do Britishers will be asked to open their checkbooks to the UFW.