

FOOD AND JUSTICE

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**Stop the Poisoned Grapes
... Boycott A & P**



For the Lives of Farm Workers... and the Health of Consumers

We are in the midst of a major toxic disaster in the farming communities of California... children are dying; babies are born deformed; farm workers are poisoned and the rest of us wait to see how much pesticide residue is too much for human consumption.

Farm workers and environmentalists have issued repeated warnings. But California agribusiness keeps dumping millions of pounds of poisons on the land and on our food.

Delano, McFarland, Fowler – cancer clusters in these communities (and others) are warning signs of what is ahead. In 1988 we are seeing only the tip of a deadly iceberg.

All of us – farm workers and consumers – are being used as guinea pigs by agribusiness and its allies. How much spray on the vines is too much? How much residue on our food will cause illness, cancer or death? Farm workers and their children are dying. Our suffering is a warning to all consumers...

For three harvest seasons we have appealed to grape growers to stop using the most dangerous pesticides and to join us in testing for pesticide residues. They flatly refuse.

Now is the time to draw the major chain stores into the controversy. A&P and Safeway advertise and sell us the food we eat. What do they know about pesticide residues on our food? How much do they care about the safety of the produce they beautify and promote?

The chain stores are a vital link in the food supply. They can insist that the growers market only safe food. They can refuse to handle California table grapes until growers clean up their act. Together, we can make it happen.

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93570

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A&P Boycott: UFW Takes on Proud Giant

A&P, the Great Atlantic and Pacific Tea Company, publicizes a "proud new feeling" it says it has built up in recent years, but it is due to "get that old feeling" again now that the UFW is asking customers not to shop at A&P stores until they stop selling California table grapes.

A&P grudgingly yielded to consumer pressure on behalf of farm workers in previous table grape boycotts, and the UFW is determined to create that same pressure again. A&P, the giant of supermarkets in New York City and the nation's fourth largest chain (including Shopwell, Food Emporium, Waldbaum's, Dominion in Canada, and more – see page 5) is the first to be targeted in the current boycott of California table grapes, with similar boycotts against Safeway and other big supermarket corporations to follow.

A&P Ignores Pleas

The decision to launch a store boycott against A&P came after its chairman, James M. Wood, ignored repeated requests from farm labor leader Cesar



Concerned men and women across the country are joining the Stop the Poisoned Grapes campaign against grape growers and A&P supermarkets.

Chavez to meet and discuss the responsibility A&P shares with grape growers to respect the rights of farm workers and stop endangering the health of consumers.

"Pesticides poison our workers in the fields and residues poison consumers who buy grapes at A&P," Chavez said. "A&P is going to have to face up to its responsibility one way or the other: tell grape growers they won't sell their poisoned grapes or listen to concerned consumers tell A&P they

won't shop there until the boycott is over."

A&P also chose to ignore requests from prominent consumer advocates. Last December, 15 public interest groups, led by the nation's leading consumer advocate, Ralph Nader, announced their support of the UFW table grape boycott. Nader then followed that endorsement with a letter to A&P and 30 major U.S. supermarket chains asking them to "remove California and other pesticide-contaminated table grapes from your shelves" until boycott conditions are met and to join other organizations in working for laws that would

Alexander McHarrison

A&P- & MORE

Even David would think twice before taking on Goliath if he were the UFW planning to boycott A&P today.

A&P is not your average giant. It's a multi-monstrous Bigfoot & Abominable Snowman & Hercules & Bunyan & Hulk rolled into one. Yes, it's Shopwell- & Food Emporium & Waldbaum's & FoodMart & New Dominion & Kohl's & SuperFresh rolled into A&P.

Its current annual sales, which have doubled in the last five years, are estimated to be about \$10 billion. At the same time, A&P became the top supermarket operator in the New York metropolitan area and jumped from seventh to fourth place among the nation's major food chains.

A&P's great leap forward included gobbling up almost 50 Shopwell and Food Emporiums and nearly 100 Waldbaum stores in and around New York. Those purchases followed earlier forays into Wisconsin, where it bought 63 Kohl's supermarkets, and Ontario, Canada, where it acquired 92 Dominion supermarkets.

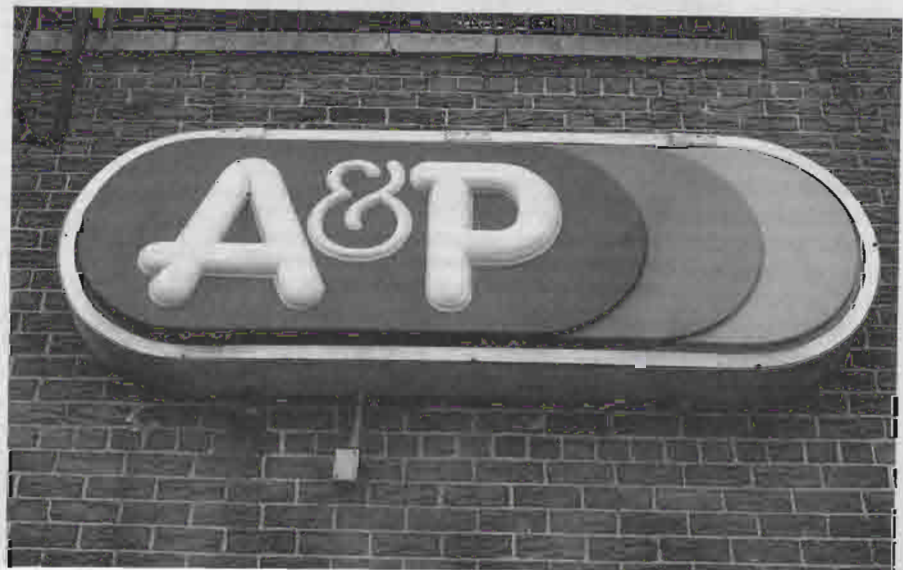
But all that is just a start, said James M.

Wood, chairman and chief executive officer of A&P. "We now dominate in the New York area and in Ontario, but we've much to do. In any market south of Washington-Baltimore, we hardly dominate."

Big Challenge

Because of A&P's current massive size and apparent intention of attaining even greater dominance in the supermarket industry, boycotting A&P and all its subsidiaries presents the UFW with both a challenge and an opportunity. No one knows that better than farm labor leader Cesar Chavez. "Boycotting a huge corporation like A&P is tough," he said, "but all boycotts take time and persistence. And when we get A&P to take off the grapes, every chain store and every grape grower will feel the impact."

Though the first boycott actions against A&P will take place in New York and the east, farm workers are asking their supporters to boycott this giant wherever he strides and whatever name he uses: A&P, Shopwell, Food Emporium, Waldbaum's, Dominion, Kohl's, or Super Fresh. ♡



Cesar Chavez talks grape boycott to thousands who participated in march for jobs, peace, and justice in San Francisco on April 30.

afford consumers and workers greater protection from dangerous pesticides.

Amazingly, A&P showed little or no interest in the expressed concern of consumers themselves. Surveys of shoppers have repeatedly reflected the widespread worry among consumers about pesticide residues on the produce they buy. The supermarkets' own organization, the Food Marketing Institute in Washington, D.C., commissioned a Louis Harris poll that showed 95% of the 1,008 consumers surveyed regarded pesticide residues as a "serious hazard" (77%) or "somewhat hazardous" (18%).

"A&P wants to keep buying and selling grapes as if nothing else mattered," Chavez said, "but the people who harvest those grapes and the people who buy them have rights, too; if A&P officials don't have the gumption to tell growers they won't sell grapes that poison workers in the vineyards and consumers at the dinner table, then we - farm workers and consumers together - must boycott them until they do."

Other Boycott Actions Continue

The store boycott launched against A&P starts a new phase in the UFW grape boycott, a natural follow-up to an initial period spent in creating public awareness about the boycott. But it is in addition to, not a substitute for, the ongoing task of informing more and more people about the boycott.

One of the most effective ways to do

that has been the distribution of free copies of the boycott video, "The Wrath of Grapes." UFW boycotters, with the help of hundreds of supporters who are showing it to labor, religious, school, and community groups across the U.S. and Canada, have now distributed more than 70,000 copies. It is estimated that between 1.5 and 2 million people have already seen it.

The direct-mail program also continues informing people about the grape boycott. Its mailings have generated an impressive response from thousands of people who promise to quit buying table grapes and who send financial contributions. Meanwhile, UFW boycotters continue garnering boycott endorsements. More than 1,000 groups and prominent individuals have now officially endorsed the boycott.

Now's the Time!

In early June, the first table grapes from California will appear in A&P and other supermarkets in this country and Canada. It's the perfect time for boycotters to revive in A&P officials that old feeling they had in previous grape boycotts...to restore memories of the price they must pay if they intend to keep selling poisoned grapes while ignoring their responsibility to the rights of workers who harvest them and the health of consumers who eat them.

It's time to stop the poisoned grapes at A&P. For your sake and ours! ♡

Store Boycotts— A Necessary Step

"A boycott is the most perfect form of nonviolent struggle—because so many millions of people can participate."

— Cesar Chavez

This summer the UFW will shift the boycott focus to A&P, Safeway, and other supermarket chains. It is the natural, next step in the consumer boycott of California table grapes.

A serious boycott has three definite stages:

- announcement of the grape boycott and a public relations campaign to make it known through TV, radio, and newspapers,

- a primary consumer boycott focussed on table grapes, using leaflets, human billboards, direct mail, videos, and speaking tours, and

- a store boycott aimed at supermarket chains that handle large quantities of California table grapes.

Millions of North Americans have stopped buying grapes, and we urge them to continue in that pledge. In addition, we are asking A&P Stores, Safeway and other chains to stop handling California table grapes. Up to this

point, A&P refuses even to meet to discuss the issue. Consumers can persuade A&P to change its stubborn position by refusing to shop at their stores. It

is a simple way for concerned people to put their convictions to work. If enough A&P customers change their buying practices and go to other stores, then A&P will be persuaded to stop handling California table grapes. (See list of A&P stores on page 12.)

Why A&P? Because they are so huge! Many more of our supporters can join in an A&P boycott (and remember, A&P owns: Shopwell, Food Emporium, Waldbaum's, Dominion, Kohl's, and Super Fresh). And a decision by A&P to stop selling

California table grapes will have a major impact on the grape growers.

Now is the time to take the boycott to the stores. Do a simple deed for justice. Boycott California table grapes and A&P stores! ♡



UFW boycotter Lupe Calderon (right) signs up a petitioner against poisoned grapes at A&P-owned Food Emporium in New York City.

Alexander McHarrison

Cesar Chavez' Grandchildren Arrested at A&P

Ten-year-old Julia had tears in her eyes when the police put her in a patrol car and took her off to jail, but she later left the Passaic, New Jersey police station feeling triumphant. "We

did good, didn't we, Dad?" she asked her father on their release. Together with her father Arturo, her 12-year-old sister Olivia, and six others, Julia Chavez Rodriguez was arrested on Sunday, May 1, for asking customers at an A&P store to sign a petition against the use of dangerous pesticides on California table grapes. The arrest took place at the direction of the store manager at the A&P store on Van Houten Boulevard in Passaic, New Jersey. Julia and Olivia

live in Kenilworth, New Jersey, with their parents Linda Chavez Rodriguez and Arturo Rodriguez, a member of the UFW National Executive Board and director of the Mid-Atlantic grape boycott.

Farm workers and their supporters have been petitioning at A&P Stores

and have collected thousands of signatures from consumers who are concerned about pesticides on California table grapes. Rodriguez said consumers have been eager to sign the petitions.

"They want to learn more about pesticides and they want A&P to know of their worries about these poisons on their food."

"Julia and I were real scared when the police arrested us," Olivia said. "I don't know why they took us to jail when we weren't doing anything wrong." Olivia is, of course, correct about the law. The right of citizens to pass out leaflets, peacefully, in public parking lots has been affirmed by the U.S. Supreme Court.

Other boycotters arrested with Arturo, Olivia and Julia Rodriguez were Guadalupe Salinas of Salinas, CA; Ventura Maldonado of Livingston, CA; Jose Medina and Rosemary Lackey of La Paz, CA; and Irv Hershenbaum of Cranford, NJ. ♡



Marvin Costner

With the recent arrest of Julia (left) and Olivia (right) at an A&P store in New Jersey, everyone in the Arturo and Linda Chavez Rodriguez family except three-year-old Arturo, Jr. has been arrested at least once in the farm worker struggle.

"WHAT ELSE CAN WE DO?"

In letters, phone calls, and question periods after boycott speeches, people continually ask, "What else can we do to help the boycott besides not buying grapes?"

We love that question, naturally, especially this year when the California grape growers have reacted to our boycott pressure by boosting their 1988 advertising budget to \$8.3 million to promote their poisoned table grapes as the "natural snack."

We hope to increase our budget by millions, too – but with people, not dollars: people who will not swallow the "natural snack" bait... people who will fight back against growers who poison the grapes and supermarkets that sell them...people who are angered by growers' and grocers' callous disregard for the health and welfare of both farm workers and consumers... people like you.

The Answers

"What else can we do?"

We have a lot of answers to that question – most of them easy to do and not very time consuming. They range from individual to group activities, from boycotting a specific A&P-owned supermarket to spreading the boycott message in a more general way.

Adopt A Store

Of the variety of possible boycott activities (see back cover), the most

productive are individual or group actions involving a supermarket in your area – an "adopt-a-store" program. Two of the best things to do to get the store to get rid of their poisoned grapes are communicating with the store manager directly and distributing leaflets to customers in front of the store.

An individual can write a letter or make a phone call to the store manager, but it is better to talk with the manager face-to-face. It is even more effective if you get together a delegation of friends and supporters and request a meeting with the store manager. A delegation of people demanding that the store stop selling poisoned grapes will make a big impact on the manager.

Distributing leaflets asking people not to shop at a store until it stops selling poisoned grapes is another powerful nonviolent boycott weapon. It, too, can be done individually, but if you get some friends to join you in a leafleting campaign, the leafleting can be scheduled on a regular basis and the impact on the store will be greater.

So adopt a store, gather together a few dedicated friends, and begin your campaign to rid one or more supermarkets of poisoned California table grapes.

Boycott Support Committees

The power of a single committed individual is incredible; past boycotts were

won because millions of people simply stopped buying grapes. But the power of a group is even stronger. If at all possible, we encourage you to join a boycott support committee or organize one yourself. Organizing such a group is not as hard as it seems. Just invite some friends you know will be supportive and reliable. Even small support committees can make big contributions to the boycott. For example, last year Cornell University used 15,000 pounds of table grapes. Last month, a student committee convinced officials to stop serving grapes there. That's the kind of lesson both grape growers and supermarkets can quickly grasp.

Boycott Video

One of the best means for an individual or a group to increase support for the boycott is to distribute the UFW's video, "The Wrath of Grapes." Currently there are more than 70,000 copies in circulation. It tells the story behind the boycott dramatically, is only 15 minutes long, and is available in English and Spanish. A particularly effective way to use the boycott video is to request that it be shown on public access TV channels. There are 716 public access channels in the U.S. and all are required to respond to public programming requests. Nearly 50% of all U.S. households now have cable TV. Order the video and ask

your local cable station to program it.

On August 16, "The Wrath of Grapes" will be shown on Deep Dish TV, the first grassroots public access satellite network. Ask your local cable station to tune in to this Deep Dish broadcast on Satacom 3R, transponder 7, from 3 to 4 p.m., Eastern Standard



Alexander McHarrison
Joining farm workers on a picket line in New York are George Altomare (right), special organizer for the American Federation of Teachers (carrying a local UFT sign), and Abe Rosen, executive board member of Local 802 of the American Federation of Musicians.



Alexander McHarrison
Responding to an invitation from UFW boycotter Yolanda Bezares, a New York father signs a petition that will at least decrease his child's chances of getting cancer from pesticide residues on fruits and vegetables.

Time. Deep Dish is available every Tuesday, same transponder, same time.

Coupon on Back Cover

You or your support committee can make a tremendous contribution to a boycott victory by selecting one or more actions that suit you best. Check out the coupon on the back cover and let us know how we can help you help us win the grape boycott fast! ♡

WHERE TO FIND US

If you wish to join the UFW's Stop the Poisoned Grapes campaign against grape growers and A&P supermarkets or if you need assistance in planning individual boycott efforts, contact the UFW regional boycott office or support committee office nearest you.

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Concern for the rights of farm workers and the health of consumers leads decent men and women across the nation to give their support to the boycott of California table grapes.

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WHERE THE STORES ARE

A&P owns almost 1,200 supermarkets throughout the U.S. and Canada. Though all are owned by A&P, they operate under several different names. From the below list of major A&P-owned stores, we ask you to "adopt a store" in your area and begin whatever boycott actions you and your group can put into effect to get that store to stop selling poisoned table grapes.

NEW ENGLAND STATES

Connecticut (Food Mart -
Waldbaum's)
Bridgeport • Danbury • Groton •
Hartford • Norwalk • Norwich •
Westport • West Hartford

Maine (A&P)
Eastport

Massachusetts (A&P/Food Mart-
Waldbaum's)
Boston • Cape Cod • Holyoke •
Springfield • Westfield • Cape
Cod

New Hampshire (A&P)
Peterboro

Rhode Island (A&P)
Newport • Richmond

Vermont (A&P)
Bennington

MIDDLE ATLANTIC STATES

D.C. (A&P)
Washington

Delaware (Super Fresh Markets)
Wilmington • Newark • Dover

Maryland (A&P)
Baltimore

New Jersey (A&P/Waldbaum's)
Trenton • Newark • Jersey City •
Lodi • Closter • Kearney • New
Milford • Passaic • Glenrock •
Clifton

New York (A&P/Food Emporium/
Shopwell/Waldbaum's)
Bronx • Long Island • Queens •
Manhattan • Brooklyn • Staten
Island • Westchester

Pennsylvania (Super Fresh Stores)
Philadelphia

CENTRAL STATES

Michigan (A&P)
Detroit • Dearborn • Pontiac • Oak
Park • Sterling Heights • Port
Huron

Wisconsin (Kohl's Foods)
Milwaukee • Madison • Kenosha •
Racine • Janesville

SOUTHERN STATES

Alabama (A&P)
Montgomery • Mobile

Florida (A&P)
Pensacola • Ft. Pierce

Georgia (A&P)
Atlanta • Columbus

Kentucky (A&P)
Harlan

Louisiana (A&P)
New Orleans • Metairie

Mississippi (A&P)
Gulfport

North Carolina (A&P)
Durham • Chapel Hill • Raleigh •
Charlotte • Fayetteville

South Carolina (A&P)
Columbia • Myrtle Beach

Tennessee (A&P)
Knoxville

Virginia (A&P)
Richmond • Norfolk • Virginia
Beach • Charlottesville

West Virginia (A&P)
Alexandria • Arlington

CANADA (A&P/New Dominion)

Toronto • Oshawa • Hamilton •
Welland-Thorold • London •
Windsor

KEEPING UP THE SPIRIT



During a gruelling, day-and-night, two-week meeting at the United Farm Worker headquarters in La Paz in January, the national executive board helped to insure the continuation of its initial values and spirit when Roberto de la Cruz was named to fill a vacancy created by the retirement of Frank Ortiz last year. The temporary appointment of the 41-year-old former farm worker must now be approved by delegates at the next convention.

"I was really touched by the confidence the board showed in me," De la Cruz said. "In this new position, I'll try my best to keep up the never-say-die spirit, sense of sacrifice, and commitment to hard work I saw in Cesar Chavez and my own parents in the first days of the movement."

De la Cruz was going to high school and working in the fields around Fresno when Chavez was organizing farm workers in the San Joaquin Valley in the early '60s. He was drawn into the uplifting atmosphere of real hope farm workers began to feel at that time by his parents, Arnulfo and Jessie de la Cruz, who took part in the first convention held by the National Farm Workers Association in Fresno on September 30, 1962. A few years later, his mother ran the first hiring hall in a building next door to the De la Cruz home in Parlier.

After high school, De la Cruz spent

from 1965 to 1969 in the Navy, mostly in Viet Nam. On leave in March 1966, he was among those who took part in the historic Delano-to-Sacramento march, when the fledgling union won its first contract.

After the Navy, De la Cruz returned to work in the fields, took time off to help defeat the anti-farm worker Proposition 22 in 1972, and was working at E&J Gallo when farm workers began their 1973 strike and boycott of grapes, iceberg lettuce, and Gallo wines. He worked on the boycott in Los Angeles until the Agricultural Labor Relations Act was passed in 1975 (now all but defunct under the Deukmejian Administration) and the boycott ended.

Since that time, De la Cruz has held a variety of leadership positions in the U.S. and Canada: election organizer, strike director, contract administrator, boycott director, field office director, and emergency political lobbyist when state or federal anti-farm worker legislation threatened.

De la Cruz and Jan Peterson, his equal in dedication to farm worker rights and near equal in years in the movement, met while on boycott in Los Angeles in 1974 and were married two years later. They currently live in Boston, where he is the New England boycott director. They have four young children: Alegria, Arnulfo, Ana Maria, and Alejandro. ♡



"We love him all the more ..."

TRAGEDY AT TENNECO: AN "OTHER" MCFARLAND VICTIM

Six-month-old Jose Luis Gonzalez, son of Donaciano and Nora Gonzalez of McFarland, California, was born last November 28 with a deformed left hand – two fingers and the thumb missing and two partly developed fingers fused together.

Jose Luis is one of the many young victims often ignored in the media reports about the 12 children who have contracted cancer and the six who have died from it in recent years in rural McFarland. He is one of the town's other victims – the abnormally high number of tragic but not so newsworthy victims of miscarriages, stillbirths, low-weight births, and birth defects.

"It was so heartbreaking..."

Nora Gonzalez, who has worked more than 10 years in the vineyards at Tenneco West, said her entire pregnancy with Jose Luis was unusually difficult. "Right from the beginning I felt terrible, and not just the usual stuff you go through having a baby," she said. "I was always sick and worn out, and I never felt that way with my other babies."

The Gonzalezes have three children besides Jose Luis: 10-year-old Elizabeth and six-year-old twins, Donaciano, Jr. and Erasmo. "My friends told me not to worry – the third time is always harder," Mrs. Gonzalez said. "I wanted to believe

that so badly, but I knew in my heart something was wrong."

Something was indeed wrong. After Jose Luis was born, Donaciano and Nora were shocked and saddened when they saw their son's deformity. "It was so heartbreaking to see our little baby's hand," Mrs. Gonzalez said. "But we got over that fast. We love him all the more because of it."

But there was even more shock in store for them. Mrs. Gonzalez didn't find out until the Caesarean delivery was over that she had been carrying a twin to Jose Luis that had not developed beyond the first weeks of pregnancy. "My own doctor and the special doctor she sent me to in Bakersfield for tests never said a word about maybe having twins. It was hard for my husband and me first to find out about Jose Luis' hand and then find out our other baby didn't grow right."

Pesticide Poisoning at Tenneco

Donaciano and Nora Gonzalez felt guilty

about Jose Luis' deformed hand and the fetal death of his twin. "We thought something must be wrong with us because nothing like this had ever happened before in either of our families," Mrs. Gonzalez said. "It was especially painful for my husband to accept."

During Nora Gonzalez' first visit to the doctor after Jose Luis was born, the doctor asked her if she had taken any unusual medications or had come in contact with any chemicals while she

was pregnant. "The minute she asked that question, the answer to what happened came to me in a flash," she said. "Last year – it was about the middle of April – when I was about two months pregnant, we had a bad pesticide poisoning at Tenneco. My father and more than half of the crew got real sick. Nobody had ever gotten that sick from pesticides before. Some didn't get over it for two weeks or so. The company never told us what caused it, but some other workers told us that the company had sprayed too much of a new pesticide they had never used before."

Mrs. Gonzalez said she was not poisoned as badly as most of the other grape pickers. "I told the doctor I didn't get

very sick, but she told me the babies still could have been seriously affected by the pesticide even if I myself wasn't. Now I'm convinced the poisoning in April was the cause of what happened to Jose Luis and our other baby."

Finally

Others besides parents like the Gonzalezes are slowly but surely awakening to the full horror of pesticide poisoning. Kern County and California state health officials, prodded by public outrage, finally agreed early this year to investigate the possible connection between the cancer and birth problems and the toxic pesticides heavily used on agricultural fields surrounding McFarland.

For the Gonzalezes, however, "better late than never" is little consolation. 🍷



Pictured with Nora Gonzales and Jose Luis are the three other Gonzalez children – twins Erasmo and Donaciano, Jr. (left) and Elizabeth (right).

HELP US STOP THE POISONED GRAPES

Non-Profit Org.
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Please return this simple form TODAY . . . in the envelope attached to the center of the magazine.

CHOOSE THE WAY THAT FITS YOU BEST

YES, I will join the *Stop the Poisoned Grapes* campaign. Please send me materials and information on:

- | | |
|--|--|
| <input type="checkbox"/> Leafleting at my local supermarket | <input type="checkbox"/> Getting boycott grapes pledges and endorsements |
| <input type="checkbox"/> How to organize a store delegation | <input type="checkbox"/> Coordinating a letter-writing or phone-calling campaign |
| <input type="checkbox"/> Organizing or joining a boycott support committee | <input type="checkbox"/> Placing boycott articles and/or graphics in my organization's publication |
| <input type="checkbox"/> Showing "The Wrath of Grapes" video in my local community | <input type="checkbox"/> Showing "The Wrath of Grapes" video on my local community cable channel |

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SAMUEL B TRICKEY
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