

food with integrity*



* chipotle's tomatoes may be harvested by florida farmworkers laboring under the following conditions:

sub-poverty wages

Workers are paid virtually the same piece rate (an average of 50¢ per 32 lb. bucket) as they were 30 years ago. At this rate, a worker must pick over 2.25 tons of tomatoes to earn Florida minimum wage in a typical 10-hour workday. Most workers earn less than \$12,000 per year.

denial of fundamental labor rights

Farmworkers in Florida have no right to overtime pay, no health insurance, sick leave, paid vacation or pension, and no right to organize in order to improve these conditions.

modern-day slavery

In the most extreme conditions, farmworkers are held against their will and forced to work for little or no pay. Federal Civil Rights officials have successfully prosecuted seven slavery operations involving over 1,200 workers in Florida's fields since 1997, prompting one federal prosecutor to call Florida "ground zero for modern-day slavery." In 2010, federal prosecutors indicted two more forced labor rings operating in Florida.

"Food with Integrity is either a holistic vision that respects the men and women who harvest tomatoes for Chipotle's restaurants, or it's just another marketing ploy designed to cash in on a fad. It cannot be both.

In recent years, a new hope has emerged that promises to end Florida's harvest of shame. The Coalition of Immokalee Workers (CIW) - a leading voice for human rights in the U.S. agricultural industry - has reached groundbreaking agreements with retailers such as Taco Bell, McDonald's, Burger King and Whole Foods. The agreements require those companies to demand more humane labor standards from their Florida tomato suppliers, to pay a penny more per pound for more fairly produced tomatoes, and to buy only from growers who meet those higher standards.



Through its commitment to "Food with Integrity," Chipotle claims to be a leader in "revolutionizing the way America grows, gathers, serves and eats its food." Yet since 2006 Chipotle has consistently rejected the opportunity to partner with the CIW and has opted instead for a go-it-alone approach that eschews transparency, third-party oversight, and meaningful worker participation. Under this plan, Chipotle will review its own code of conduct, oversee its own payments under its penny-per-pound plan, and verify its own compliance with the changes it is proposing. That's just not credible.

For Florida farmworkers, the hype doesn't match reality. Chipotle may have created a veneer of concern, but by refusing to partner with the CIW, the minimal steps the company has taken fall far short of the substantive, verifiable and enforceable standards that the situation requires, consumers expect, and others within the industry have embraced.

demand that chipotle live up to its own principles and truly ensure dignity for florida farmworkers!



www.ciw-online.org