

Dear Chipotle Manager,

Since 2006, Chipotle Mexican Grill has been presented with the opportunity to foster real social responsibility in its tomato supply chain by working with the Coalition of Immokalee Workers (CIW), a leading voice for human rights in the U.S. agricultural industry. Unfortunately, Chipotle continues to reject this opportunity.



Tomato pickers in Florida face brutal conditions, including:

- **Stagnant, sub-poverty wages:** Florida tomato harvesters are still paid by the piece. The average piece rate today is 50 cents for every 32-lbs of tomatoes they pick, a rate that has remained virtually unchanged since 1980. As a result of that stagnation, a worker today must pick more than 2.25 tons of tomatoes to earn minimum wage in a typical 10-hour workday –nearly *twice* the amount a worker had to pick to earn minimum wage thirty years ago, when the rate was 40 cents per bucket. Most farmworkers today earn less than \$12,000 a year.
- **Denial of fundamental labor rights:** Florida farmworkers have no right to overtime pay, no benefits whatsoever, and no right to organize in order to improve these conditions.
- **Modern-day slavery:** In the most extreme cases, workers are forced to labor against their will through the use or threat of physical violence.

In recent years, a new hope has emerged that promises to end Florida's harvest of shame. The CIW has reached groundbreaking agreements with leading food retailers, including Yum Brands, McDonald's, Burger King, Whole Foods Market and several others. 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 highly publicized commitment to "Food With Integrity," Chipotle claims to be a leader in "revolutionizing the way America grows, gathers, serves and eats its food." On its website, Chipotle maintains, "No matter how big or small the farms we work with, it's important that every worker is treated with dignity and respect. As a result, we have several policies in place designed to ensure that the products we use at Chipotle are grown, made, and shipped without exploiting people."

For Florida farmworkers, however, the hype doesn't match reality. Chipotle has opted 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.

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, enforceable standards that the situation requires, consumers expect, and others within the industry have embraced.

Please let your company's leadership know that its customers demand that Chipotle sign a Fair Food agreement with the CIW. "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.

For more information, please contact the Coalition of Immokalee Workers at 239-657-8311 or workers@ciw-online.org.

Sincerely,