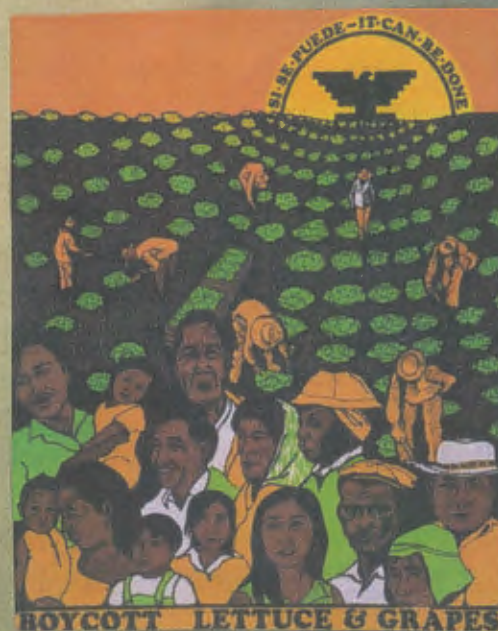


FARM WORKER

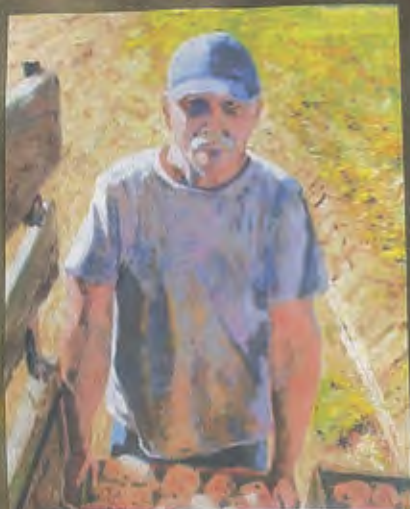
movements



a zine by  
alyssa roth

thank  
you!  
quiz answers:  
1. C 2. B 3. B

# HISTORY OF FARM WORKERS...



In 1942 the United States and Mexico created a program that allowed for Mexican **farmworkers** a legally binding work contract, the majority suffered gross abuses of their labor rights and racial discrimination called the Bracero Program. They were denied the right to unionize, experienced inhumane conditions and were paid an average of 90 cents an hour. As the farmworkers struggled in these conditions, they came together and formed unions and organizations to work towards adequate wages and safe working conditions. In result to the multi-faceted ways in which the migrant workers were treated, several groups and organizations were founded throughout the years to create a **discursive space** for the latin/x workers to allow them to communicate about these issues. Some of them including several workers being injured or killed in easily preventable accidents due to dingoes work, exposure to pesticides, health concerns and limited health insurance. The goal was to provide **advocacy** for the rights of the workers, whether it be through helping them with protesting, asking for better pay rates, finding housing, etc. These movements can be thought of as **boarderland** rhetoric, which is a thriving space that these farmworkers can carve the way and share their *voz* or voice for their own rights and future.

# UNITED FARM WORKERS



Founded by César Chávez and Dolores Huerta. The UFW brought national attention to the farmworker cause in the 1960s and has since won union contracts in states across the country. Their mission statement is “to open the doors of opportunity to working people and their communities.” They envision a clear path to social integration and civic participation for immigrants and their children. [www.ufw.org](http://www.ufw.org)

# CÉSAR CHÁVEZ

MARCH 31, 1927 -  
APRIL 23, 1993



Chávez was born on March 32, 1927 in Yuma, Arizona and began working in the fields in his young teenage years. He was the face of the farmworker movements and would eventually become the best known Latino American Civil Rights activist, and he approached unionism with nonviolent tactics and protests. In the 1970's, his movement (the UFW) had nearly 50,000 farmworkers in California and Florida. He symbolizes Hispanic empowerment and grass roots organizing, and he popularized the saying, "Sí, se puede" (Yes one can).

# LARRY ITLIONG...

OCTOBER 25, 1913 - FEB. 8, 1977



Larry Itliong is described as "one of the fathers of the West Coast labor movement." He was a Filipino American labor organizer from the 1930's to the 1970's, and became especially well known in 1965 when he walked off of the grape farm he was working at and demanded fair wages, which became known as the Delano Grape Strike. He is often overshadowed by César Chávez, and often times Chavez is seen as the face of

the farm worker movements, while Itliong had a large influence on it as well. He is, as well as his fellow Filipino farmworkers, are often forgotten although they played a significant part in the start of worker movements. There was tension between Filipino and Chicano identities at the time, so this could be a reason why his actions in this time are mostly erased from the mainstream understandings of these events.



## 1965 GRAPE BOYCOTT

The Delano grape strike was a labor strike by the Agricultural Workers Organizing Committee and the United Farm Workers against grape growers in California. The strike began on September 8, 1965 (Mexican Independence Day) and lasted more than five years. The grape strike in response to years of poor pay and working conditions and for **environmental justice** surrounding the everyday exposure to pesticides and failed attempts to solve the dispute with the farmers in other ways. The strike encouraged farm workers to leave the grape farms but also encouraged consumers to not support the industry until they offered the workers adequate conditions and wages. Walking out of the grape farms and having consumers abstain from buying grapes was a **metaphorical** representation to the resistance that was occurring because of the unacceptable treatment being done to the farm workers. Filipino pickers walked out of the fields on Sept. 8, 1965. They were joined by Mexican workers two weeks later.

The strike went on for five years, until all California table-grape growers were forced to sign labor contracts in 1970. The strike was not easy to organize or enforce and was built on decades of worker organization and other farm worker strikes. Although the strike is said to have started in Delano, it originally had been organized by Itliong as the Coachella strike, and later he started the walkout in Delano. The strike was started by actual farmworkers, not by leaders or strategists. And although history had set up Mexicans and Filipinos against each other as they were doing the same farm work, they came together in **unity** this strike and they believed that the workers' common goal of adequate pay and basic human rights would overcome any division that was placed between them.



“One of the most significant social justice movements in American history”

# UFW in Oregon...

1966  
Feb. 12<sup>th</sup>, PDX  
97 cities now in boycott,  
stores in Oregon stop selling  
Schenely products → some  
Oregonians hold a fast.

April 26<sup>th</sup>, Eugene  
The boycott squeeze tightens.  
Picketing begins at ten  
stores in Eugene, seven in  
Salem + one in Portland.

1966

Nov. 18<sup>th</sup>, PDX  
grand tour of the NW of the  
farm workers theatre. El  
Teatro Campesino performs at  
PSU.

June 15<sup>th</sup>, PDX  
two UFW members form  
a chapter of the UFW in  
Oregon. Farm workers  
begin signing up as  
members.

Aug. 1<sup>st</sup>, 1968, PDX  
grape boycott spreads coast  
to coast. UFW representatives  
visit PDX + receive financial  
support from various unions.

Nov. 15<sup>th</sup>, 1968, Salem  
Beaten Picket suffers  
Coronary. A UFW picket is  
beaten by the owner  
of a market in Salem.

1968

Aug. 14<sup>th</sup>, PDX  
Oregon groups plan to help  
grape boycott. Representatives  
of the UFWOC + other groups  
announce plans to support the  
boycott from Oregon.

Dec. 15, Salem  
Cops arrest picket line.  
28 pickets, including  
10 adults + 18 children,  
are arrested at a  
market in Salem.

# COALITION OF IMMOKALEE WORKERS (CIW)



**Coalition of Immokalee Workers (CIW):** a community-based organization in Southwest Florida that won a boycott against Taco Bell in 2005 that aimed to improve wages and working conditions of tomato pickers. They are well recognized for their work in the fields of social responsibility, human trafficking and gender-based violence at work. The organization started in 1993 with a foundation of farmworker community and has continued to grow and advocate for the human rights of farmworkers. They have a national Campaign for Fair Food, through which they educate consumers on farmworkers rights issues and exploitations and how they can make a change by supporting ethical companies. They have formed relationships with Taco Bell, McDonald's and Walmart. [www.ciw-online.org](http://www.ciw-online.org)

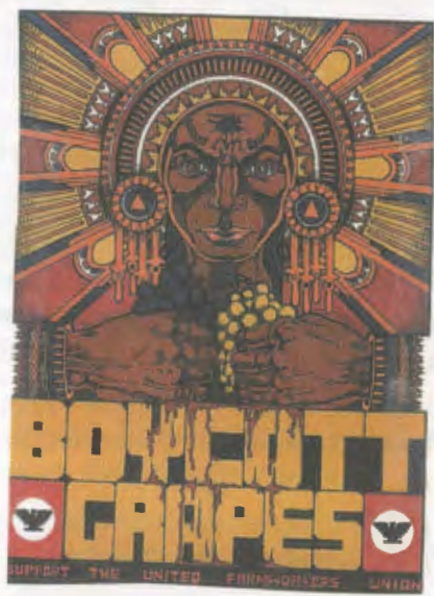


# FARM LABOR ORGANIZING COMMITTEE (FLOC)

**Farm Labor Organizing Committee (FLOC):** a labor union in Ohio and North Carolina that pioneered three-way labor agreements between workers, growers and corporate food processors. In September 2004, FLOC won an historic contract with the Mt. Olive Pickle Company and the NC Growers Association. this Committee started in 1967 by a migrant worker named Baldemar Velasquez that had worked in fields since he was 6 years old. In 1978, Velasquez organized a walkout where over 2000 FLOC members left their jobs in Ohio. Some of the growers were willing to negotiate with the workers, and FLOC continued to work with those that were not willing to pay the higher prices. In 1985, Campbells Soup Company became one of the companies to pair up with FLOC and pay their farmworkers adequately and they even created an anti-poverty program for it's workers. Out of this, FLOC helped the workers gain wage increases, grievance resolution, health insurance and housing. [www.floc.com](http://www.floc.com)

# TREE PLANTERS + FARMWORKERS UNITED OF THE NW (PCUN)

**Treep planters & Farmworkers United of the Northwest (PCUN):** Oregon's union for farmworkers, nursery, and reforestation workers, whose goal is to empower farmworkers to understand and take action against systematic exploitation. It is one of the largest organizations representing Latinas and Latinos in Oregon and is based out of Woodburn. Highly inspired by the work of the United Farm Workers, they organized a 10 year boycott of NORPAC from 1992 to 2002. They continue to be very successful in the Willamette Valley. PCUN also works with Farmworker Housing Development Corporation and CAUSA, and tries to extend itself into all areas of the farmworkers lives, and not just stay in the workplace. [www.pcun.org](http://www.pcun.org)



# SAFEWAY BOYCOTT



In 1973, a boycott of Safeway began because of extremely low conditions of farm workers. Some of their grape pickers had been working for the farm for 25 years and were never officially employees, meaning that they were severely underpaid and exploited. One thing to note is how many allies there are at these strikes made up of non-P.O.C women and men. They are aware of their **environmental privilege** and that they are not being subjected to the conditions of the workers, and they are acting as allies for those that don't have as much of a voice.



## LEGACY OF DELANO GRAPE STRIKE



Over 50 years ago, the great grape strike of California began. The strike was a watershed struggle for civil rights and labor rights, and acted as a metaphor to bring forth more energy into the labor movement, and Chicano & Filipino Americans were inspired to demand better rights and treatment. By mid-September, the UFW won the right to represent 4,500 workers at 24 farms, while the Teamsters won the right to represent 4,000 workers at 14 farms. The UFW won the majority of the elections in which it participated. The Teamsters signed an agreement with the UFW in 1977, promising to end its efforts to represent farm workers. The boycott of grapes, lettuce, and Gallo Winery products officially ended in 1978.

## mini - quiz

1. A former migrant farm worker who started working in 8th grade. He led the first successful revolt against large farm owners to give farmworkers better working conditions & founded the United Farm Workers. Who is he?

- A. Larry Itliong
- B. Mahatma Gandhi
- C. César Chávez
- D. Martin Luther King Jr

2. Where did the grape boycott start?

- A. Coachella
- B. Delano
- C. Fresno
- D. Salem

3. What organization is located in Woodburn, Oregon and is the largest farmworkers union and largest Latino organization in the state?

- A. UFW
- B. PCUN
- C. FLOC
- D. NFWA