



BOYCOTT WENDY'S!

Join thousands of farmworkers, students, people of faith and consumers of conscience in refusing to patronize Wendy's until the world's third largest hamburger chain joins the Fair Food Program.

WHY WENDY'S?

Rather than participate in what was called the "best workplace-monitoring program" in the U.S. in the *New York Times*, **Wendy's ran from responsibility and abandoned the Florida tomato industry altogether.**

In response to increasing pressure from consumers to join the Fair Food Program, **Wendy's released a new code of conduct for its suppliers, a perfect example of the failed, widely-discredited approach to corporate social responsibility** that is completely void of effective enforcement mechanisms to protect farmworkers' human rights

For over three years, farmworkers and consumers have been demanding that Wendy's join its major competitors - Taco Bell, McDonald's, Subway and Burger King - in participating in the Fair Food Program. Yet, **Wendy's has instead consciously and shamefully opted to profit from farmworker poverty and abuse**, continuing to cling to the low-bar standards of the past when presented with an acclaimed and proven alternative.

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**CELEBRATING 90 YEARS OF SOLIDARITY WITH FARM WORKERS
& OVER 40 YEARS AS A NATIONAL ORGANIZATION.**

National Farm Worker Ministry (NFWM) is a faith based organization committed to justice for and empowerment of farm workers. NFWM educates, equips and mobilizes member organizations and other faith communities, groups and individuals to support farm worker led efforts to improve their living and working conditions.

**To learn about all the farm worker campaigns for justice that
NFWM supports and to get involved, visit
www.nfwm.org**



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