

FARM WORKER PARTNERS: COALITION OF IMMOKALEE WORKERS/FAIR FOOD PROGRAM

What is the Fair Food Program?

The Fair Food Program is a farm worker and consumer-driven initiative consisting of a wage increase supported by a price premium (“penny per pound”) paid by corporate purchasers of Florida tomatoes, and a human-rights-based Code of Conduct, applicable throughout the Florida tomato industry. The price premium and the Code of Conduct, which were developed by tomato workers, growers, and corporate buyers in a groundbreaking collaboration, form the foundation for a new model of social accountability.

Why the Fair Food Program?

The Fair Food Program provides an opportunity for corporations to bring their own considerable resources to the table—their funds and market influence—to help forge a structural, sustainable solution to a human rights crisis that has persisted on U.S. soil for far too long. In the process, the Fair Food Program will help build the foundation for a stronger Florida tomato industry that can differentiate its product in produce aisles and restaurants on the basis of a credible claim to social responsibility.

What are the major elements of the Fair Food Program?

- A pay increase supported by the price premium Participating Buyers pay for their tomatoes;
- Compliance with the Code of Conduct, including zero tolerance for forced labor and systemic child labor;
- Worker-to-worker education sessions conducted by the CIW on the farms and on company time to ensure workers understand their new rights and responsibilities;
- A worker-triggered complaint resolution mechanism leading to complaint investigation, corrective action plans, and, if necessary, suspension of a farm’s Participating Grower status, and thereby its ability to sell to Participating Buyers;
- A system of Health and Safety volunteers on every farm to give workers a structured voice in the shape of their work environment;
- Specific and concrete changes in harvesting operations to improve workers’ wages and working conditions, including an end to the age-old practice of forced overfilling of picking buckets (a practice which effectively denied workers’ pay for up to 10% of the tomatoes harvested), shade in the fields, and time clocks to record and count all compensable hours accurately.
- Ongoing auditing of the farms to insure compliance with each element of the FFP.

How does the Premium (“Penny per Pound”) reach the workers?

The Fair Food Program Premium is passed down along the supply chain—from the retail level to the grower level—and ultimately is added as a bonus to workers’ paychecks as part of the grower’s regular payroll process. The Fair Food Program bonus is clearly marked as a separate line item on the worker’s paystub.

Over \$4 million in Fair Food Program Premiums have been paid out since January 2011. These payments are ongoing, and as more buyers join the program, the bonuses workers receive will grow commensurately. The Fair Food Program Premium payment mechanism for buyers varies. Some have elected to fold the Fair Food Program Premiums into the final price they pay for their produce, akin to fair trade premiums, while other buyers issue separate checks directly to participating Florida tomato growers that reflect the amount and variety of tomatoes purchased.

Are the Fair Food agreements legally binding?

Yes, the Fair Food agreements—between the CIW and retailers, and the CIW and growers—are legally enforceable by the CIW.

Which corporations have signed-on to the Fair Food Program?

Yum Brands-Taco Bell (2005), McDonald’s (2007), Burger King (2008), Subway (2008), Whole Foods Market (2008), Bon Appétit Management Company (2009), Compass Group (2009), Aramark (2010), Sodexo (2010), Trader Joe’s (2012), Chipotle Mexican Grill (2012), Walmart (2014) and Fresh Market and Ahold (2015) are participating in the Fair Food Program.

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Learn More

[Fair Food Program.org](http://www.fairfoodprogram.org/) (<http://www.fairfoodprogram.org/>)



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