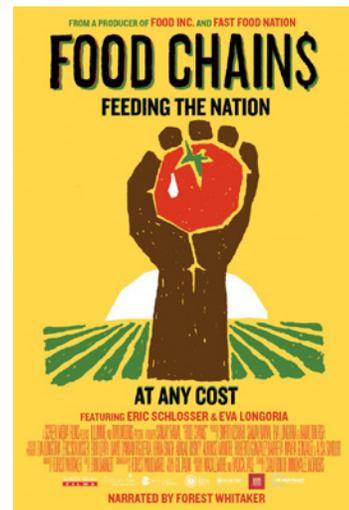


Dear Wendy's Manager,

This November, "Food Chains," which features the Coalition of Immokalee Workers' (CIW) Fair Food Program as the long-sought solution to the exploitation faced by farmworkers in the U.S., hits theaters nationwide. Co-produced by Eva Longoria and Eric Schlosser (producer of Food, Inc. and author of Fast Food Nation) and narrated by Academy Award winner Forest Whitaker, "Food Chains" reveals the complicity of major food retailers in farmworker abuse and poverty in their supply chains and calls on viewers to demand that these retailers use their market power to eradicate farmworker exploitation by joining the CIW's Fair Food Program. **I am writing as a Wendy's customer to urge Wendy's to join the Fair Food Program and support the efforts of the CIW and the Florida tomato industry that are ending forced labor, poverty wages, and other human rights abuses historically faced by Florida farmworkers who harvest your tomatoes.**

"Food Chains" illustrates that for decades, Florida's farmworkers faced poverty wages and daily violations of their basic rights in order to harvest the food on our plates, including sexual harassment, physical and verbal abuse, and in the most extreme cases, modern-day slavery.



The good news is that a new day has dawned in the fields through the CIW's Fair Food Program (FFP), an historic partnership among farmworkers, Florida tomato growers, and twelve multibillion-dollar food retailers, among them Subway, McDonald's and Walmart. Participating retailers commit to 1) buy their tomatoes exclusively from farms where workers' fundamental human rights are upheld according to the Fair Food Code of Conduct and 2) pay a small Fair Food premium on their tomatoes which is passed down through the supply chain and paid out to workers by the growers. **The FFP guarantees rights never before seen for Florida farmworkers, such as rights to shade and rest breaks from their grueling work, and zero tolerance for sexual harassment and modern slavery. Since 2011, participating buyers have paid more than \$15 million through the FFP, constituting the first pay increase for workers in over 30 years.** The FFP was called "one of the great human rights success stories of our day" in The Washington Post and "the best workplace monitoring program in the US" on the front page of The New York Times. You can learn more about the FFP at www.fairfoodprogram.org.

Of the five largest fast food corporations in the country – Subway, McDonald's, Burger King, Taco Bell (Yum! Brands), and Wendy's – Wendy's is the only one not participating in the FFP. Sustainable restaurant leader Chipotle Mexican Grill, and Walmart, the largest corporation in the world, also participate.

Despite the tremendous and widely celebrated gains of the FFP, **Wendy's has unconscionably turned its back on farmworkers and their allies – your customers – with the empty claim that "[W]e pay a premium to our tomato suppliers in Florida, and expect them to take care of their employees. All of our Florida tomato suppliers participate in the Fair Food Program."**

The truth is, whatever premium Wendy's may be paying is not the Fair Food Premium, it is not being monitored by the Fair Foods Standards Council (the third party monitoring body of the FFP), and it is not going to address farmworkers' grinding poverty. Wendy's statement that its suppliers belong to the Fair Food Program is both unverifiable and meaningless because Wendy's, unlike its competitors in the Fair Food Program, does not have to, and does not, tell anyone who its tomato suppliers are. Nor does Wendy's have to suspend its purchases from any participating grower found out of compliance with the Fair Food Code of Conduct. These are the dual linchpins that give the Program its teeth, and Wendy's simply is not doing its part.



Twelve other major retailers and the vast majority of the \$650 million Florida tomato industry has already committed to the Fair Food Program. Participating grocery stores and restaurants will now be able to display the Fair Food label (left), indicating to their customers that they have made a commitment to respect the dignity of farmworkers in their supply chain. **When will I be able to find the Fair Food label at Wendy's?**

Countless farmworkers and consumers have already called on Wendy's to join the Fair Food Program, and thousands more will join them with the nation-wide release of "Food Chains" as they learn that your company has thus far turned its back on social responsibility.

I look forward to the day when Wendy's joins farmworkers and consumers in the movement for fundamental, verifiable human rights for the people who do the backbreaking and underpaid work to put food on all our tables, and profits in Wendy's pockets.

For more information, please contact the CIW at 239-657-8311 or workers@ciw-online.org.

Sincerely,