

BOYCOTT DEPARTMENT
United Farm Workers of America, AFL-CIO
P. O. Box 62
Keene, Ca. 93531

September 24, 1976

TO: BOYCOTT STAFF & VOLUNTEER COMMITTEES

From: Nick Jones

Enclosures: Legal Department Memos (2)
United Rubber Workers Thank UFW
Sun World Logo
Broad Sheets (5)

(1) Greater effort needed against Magglio-Tostado, Metzler & McFarland Rose.

In the next few weeks, every effort possible by boycotters should be directed against grocers or nurseries handling any products from the 'unfair' list or those advertising non-UFW grapes. Magglio-Tostado's "Sun World" label is particularly vulnerable to the boycott because they are trying to promote their label so that it becomes as well known as "BUD" or "DOLE".

All leaflets should highlight the Sun World logo (see enclosed) with an appropriate 'X' or "Don't Buy" in large letters. A copy is enclosed for reproduction. Make sure that grocers and nurseries that gave commitments are keeping it by checking their stores and warehouses. The most important part of your work is regular checking of all grocers and nurseries for the scab products and the picketing of stores where found.

(2) J. R. Norton - Jack Radovich - Coachella Growers, Inc.

These three growers are not on the unfair list but are refusing to move in negotiations. We want pressure applied on them through phone calls from grocery and produce executives.

Coachella Growers (citrus - to Sunkist) - (714) 347-4482
J. R. Norton Co. (lettuce) - (408) 424-3093
Jack Radovich (grapes) - (805) 725-3519

Labels are: Big Mama - Mother - Baron
Marrion J. - Radovich

The phone messages to the growers should be to the effect that local boycotters are warning them away from their products because they're about to be placed on the UFW's unfair list. Have them ask if it's true, what are the risks if they have their products, etc. Let the boycott department know who calls from your city and the growers' reactions.

(3) Volunteer Support Committees asked to take greater responsibility.

With virtually all of the boycott staff from the U. S. and Canada having left the cities to come work on the Proposition Campaign - the union's boycott department is relying heavily on volunteer support committees to do the work that needs to be carried on.

The Dole boycott victories were significant in that chain commitments held - and pressure continued to mount despite the fact that 2/3rds of the boycott staff was either in California or on their way.

All of this speaks to the tremendous strength and support nationally of good people willing to give some of their time to the cause of farmworkers. The ability of you, the support committees, to pull together activities against the 'unfair' list will determine whether farmworkers working under Magglio-Tostado, H. P. Metzler and McFarland Rose win decent working conditions in the near future or whether they must wait another year to win contracts.

If your committee needs help in putting together a plan or if you have any questions, call collect person to person for the boycott department and we'll return your call (805) 822-5571.