

A SMALL CHANGE IN YOUR LIFE CAN MAKE A BIG CHANGE IN OURS.

First you have to understand. The family farm is gone. It's been replaced by the giant agribusiness corporation, a factory-in-the-fields with thousands of men, women and children picking food assembly-line style.

It's miserable, backbreaking work. And the people who do it are powerless and impoverished. Excluded from the victories won by their brothers and sisters in the factories of the cities.

This is why the Farmworkers needed a union. To bring them into the Twentieth Century. To win for them the basic rights that most people who work for a living take for granted.

The union they have chosen is the United Farm Workers of America. UFW for short.

The UFW has won for its people major victories that have changed their lives in the past ten years.

They got child labor and dangerous pesticides out of the fields.

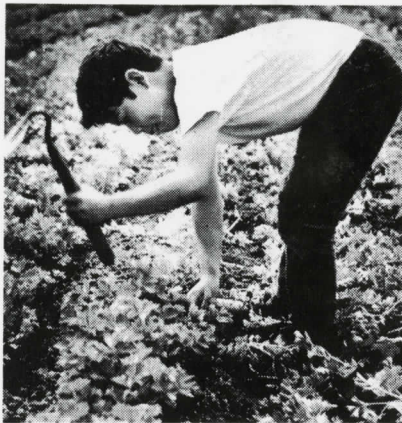
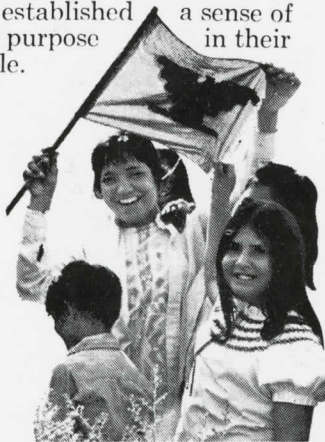
They negotiated for, and won, a decent, hourly wage.

They won medical benefits and pensions.

They built schools and health care centers and retirement villages.

Elected their own leadership.

And established a sense of pride and purpose in their own people.



So . . . because the UFW is *the people*, it is not very popular with the growers.

Which led the growers to look for a union that saw things their way.

What they found was the Teamsters.

A union that neither invites nor allows its people to participate in the negotiations and decisions that affect their lives. A union that claims the support of the workers, but refuses to allow free elections to see if the workers really want it.

A union that hires highly paid thugs and goon squads to break lawful strikes and picket lines.

A union that is not above bringing illegal aliens into the fields to replace workers who are out on strike.

A union with a documented history of using violence as a means of settling disputes.

Does it look like the Farmworkers have two unions?

Perhaps.

They have one union that takes care of the growers, and one that takes care of them.

One that would die tomorrow if the people in the fields were allowed to vote.

And one that would survive as living proof that the people who produce the food and the people who harvest it can enter into a partnership to feed us all.

And each other in the bargain.

What's your part in all this?

Well, as we said in the beginning, first you have to understand.

If you do understand, you will cast your vote for the Farmworkers, the growers, and yourself, by not buying grapes, head lettuce or Gallo wines.*

Because the growers understand the power of the purse. And if people all over America support justice for Farmworkers, the growers will have to support it too.

Giving up grapes, eating some other kind of lettuce besides iceberg head lettuce, and buying another brand of wine won't make much difference in your life. But it'll make a big difference in ours.

I enclose \$_____ to help the farm workers survive the coming weeks or months without a working wage.

I would like to help with the boycott of Gallo Wine. Please send me more information.

Your Name _____

Address _____

City _____

Make Checks Payable to "United Farm Workers of America"

Mail to:

United Farm Workers of America
P.O. Box 62
Keene, Calif. 93531

Call (805) 822-5571 for further information.

DON'T BUY GRAPES, HEAD LETTUCE OR GALLO WINE!

*Thunderbird, Ripple, Boone's Farm, Madria Madria, Wolfe & Sons, Tyrolia, Spanada, Eden Roc, Carlo Rossi, Red Mountain, Andre and any wine made in Modesto, California, is Gallo.