Dear Wendy’s Manager,

As a Wendy’s customer and supporter of the Coalition of Immokalee Workers’ (CIW) groundbreaking Fair Food Program, **I am writing to inform you that I am joining the CIW and consumers of conscience**

**in boycotting Wendy’s until the world’s third largest hamburger chain joins the award-winning Fair Food Program.**

**Wendy’s has the opportunity to join the CIW’s Fair Food Program (FFP),** an historic partnership among farmworkers, Florida tomato growers, and 14 multibillion-dollar food retailers, among them

McDonald’s, Subway, and Burger King. Participating retailers commit to 1) buy their Florida 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 directly 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 $26 million through the FFP, constituting the first real pay increase for workers in over 30 years.**

**Rather than participate in what has been called the "best workplace monitoring program in the U.S.”, Wendy’s has run from responsibility and abandoned Florida tomato growers who are doing the right thing, instead removing its tomato purchases from Florida altogether.** Not to support human rights in your supplychain is one thing. To abandon your suppliers because they do is a shameless and unacceptable abdication ofresponsibility in the 21st century.

**Through a new corporate code of conduct for its suppliers, which took effect in January 2016, Wendy's is championing the failed practice of Corporate-led Social Responsibility.** In response to increasing pressure fromconsumers to join the Fair Food Program, the code is a perfect example of the failed, widely-discredited corporate controlledapproach to social responsibility. From its vague “expectations” for ethical behavior from its suppliers toits toothless approach to consequences for suppliers who fail to meet those expectations, Wendy’s latest corporateresponse simply doesn’t measure up to the Fair Food Program.

**By refusing to participate, Wendy's has opted to profit from farmworker abuse and poverty and is continuing to provide a market for less reputable growers, while deriving a very real cost advantage over its competitors.** Of the bigfive fast-food companies, only Wendy's is not participating in the Fair FoodProgram. McDonald's, Yum! Brands, Subway, and Burger King all pay apenny more per pound for their tomatoes to help alleviate farmworker poverty.They also buy Florida tomatoes only from growers who agree to protect their workers' human rights by complying with the Fair Food Code of Conduct**.**

**Countless farmworkers and consumers have called on Wendy’s for the past three years to join the Fair Food Program, and thousands more will join them in a boycott as they learn that your company has thus far turned its back on true 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. Until then, you will not receive any of my business.

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

Sincerely,