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March 29, 2010

William E. Crenshaw, CEO
Publix Supermarkets
P.O. Box 407
Lakeland, FL 33802

Dear Mr. Crenshaw:

Many of us are loyal Publix customers, and all of us want to purchase our food from stores that conduct socially responsible business. We were deeply disappointed to learn that Publix has not supported recent attempts by the Coalition of Immokalee Workers (CIW) to better the lives of tomato pickers in Florida. With this letter, we are asking Publix to work with the CIW to address the conditions of the individuals who do the backbreaking work of providing tomatoes for Publix and, in turn, its customers.

Tomato pickers in Florida work under harsh conditions for miniscule pay. For picking a 32-pound bucket of tomatoes, a worker earns merely 40 to 50 cents, a rate of pay that has been static for over 30 years. More shocking is the fact that some workers suffer abuses such as violence and even modern-day slavery. In December 2008, farm labor supervisors were sentenced in federal court for beating, chaining, and enslaving farmworkers who were taken to work in the fields of two tomato suppliers from which Publix buys tomatoes.

For just a penny per pound, Publix can improve the wages of tomato workers in Florida. By reaching a Fair Food agreement with the CIW to pay Publix suppliers merely one additional penny per pound of tomatoes, which will be passed directly to the tomato pickers, Publix will support at least a modest improvement in living standards. Moreover, because Publix sells billions of dollars of groceries per year, if Publix stops buying tomatoes from those involved in the worst abuses and instead directs its purchases toward those willing to provide humane working conditions, Publix will send a clear message to all suppliers that Publix and its customers insist on fair wages and humane working conditions for tomato pickers.

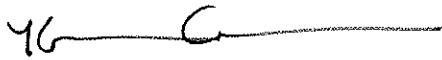
We understand that Publix has endeavored to be a good corporate citizen of Florida, but the current situation very much undermines the reputation that Publix has worked so hard to develop over the years. Nonetheless, Publix is in an excellent position to maintain its reputation. Other corporate entities, including Whole Foods, McDonald's, Burger King, Subway, Bon Appetit, and Yum Brands, have signed agreements with the CIW to ensure fair working conditions for tomato pickers. Publix can do the same.

Accordingly, we urge Publix to cooperate with the CIW. Such cooperation would include support the following: (1) a modest one-penny-per-pound pay increase for tomato pickers, (2) a code of conduct that ensures that tomato pickers have a voice in creating a fair and safe working environment, and (3) a zero-tolerance policy for tomato suppliers that have resorted to abusive

practices in the harvesting of their produce.

In addition to being concerned with the economic costs of products, today's consumers are also concerned with the social costs. Acknowledgment by Publix of the exploitation of tomato pickers in Florida, as well as an initiative by Publix to work with the CIW to remedy this problem, will protect the current Publix customer base and also attract new customers to Publix who value socially-responsible business. We look forward to learning that Publix, in recognizing the suffering of tomato pickers in Florida, will continue to be a responsible corporate citizen of this state.

Sincerely,



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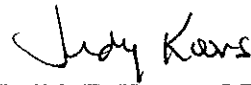
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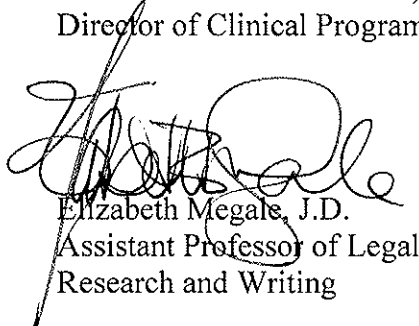
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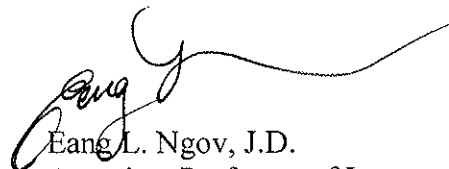
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cc: *Orlando Sentinel, The Lakeland Ledger, The Tampa Tribune, St. Petersburg Times, Florida Catholic, and National Public Radio (WMFE 90.7 FM, WUSF 89.7 FM)*