

**2010 POWER WOMEN IN COLLIER**

**A look at who's making an impact**

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**Strike up the band**

Amy Bright joins the Naples Concert Band to open its 39th season in the park. **C1** ▶



**Stepping out in style**

A Community School fashion show, and shots from more great places to see and be seen. **C26-29** ▶



**Art heals**

Sheriff's office exhibits works by clients in Shelter's Healing Arts program. **A10** ▶

**Coalition asks Publix to pay a fair price for tomatoes, too**

Supermarket says it stays out of labor disputes

**BY EVAN WILLIAMS**

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The Coalition of Immokalee Workers is calling for Publix to extend the same "Fair Trade" principles used as advertising on its GreenWise coffee to fieldworkers who pick tomatoes in Immokalee.

A message on Publix's GreenWise brand coffee reads, "We're proud to say that this coffee is Fair Trade. Why? Because Fair Trade prices

help small farmers provide employees with livable wages and work conditions. Which fosters the same values we do: community, well-being and a nicer world."

But so far Publix, which said it had 2009 sales of \$24.3 billion and operates 1,025 stores in the southern United States, hasn't agreed to pay the additional cent to benefit wages and living conditions of Immokalee workers.

"They've now started to embrace Fair Trade for the coffee suppliers," says Jordan Buckley of Interfaith Action of Southwest Florida, a CIW partner. "But they

SEE CIW, A8 ▶



EMIKO SOLTIS / COURTESY PHOTO

**Romeo Ramirez, a longtime member of the Coalition of Immokalee Workers, holds a bag of Publix GreenWise coffee.**



**Size matters**

When watching your weight, be sure to watch portion size. **A24** ▶

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# New Publix brings GreenWise products to the forefront

**SPECIAL TO FLORIDA WEEKLY**

Publix is set to open its first “hybrid” concept store at 8 a.m. Thursday, Oct. 21, in the Marketplace at Pelican Bay. The 54,000-square-foot supermarket will stock conventional items and an abundant selection of earth-friendly, all-natural and organic products like those found in Publix GreenWise Markets.

“We recognize that our customers want to explore an array of foods and services found in our Publix GreenWise Markets at our traditional Publix locations,” says Shannon Patten, Publix manager of media and community relations.

Store features will include:

- A certified cheese specialist in the deli area to assist shoppers with selecting

and pairing cheeses with other foods and beverages.

- Specialties such as cedar plank salmon, twice-baked potatoes and grilled asparagus with vinaigrette and bleu cheese in the prepared foods department. There will also be a full salad bar, a soup bar and a Pacific wok station with Pan-Asian dishes.

- Coffees, espressos, lattes, teas, gelato, gelato smoothies and assorted pastries in the café at the front of the store. There will be free Wi-Fi service.

- An event planning center with staff to assist customers with special occasions.

- Organic wines and wine specialists to help customers match wines with their menus.

- Two recipes each week in Apron’s Simple Meals. Meals clerks will conduct cooking presentations in the kitchen area on a daily basis. All of the ingredients for these recipes will be available in the Apron’s Simple Meals case next to the kitchen.

- A sushi counter with sushi made with brown rice.

- A body care section stocked with natural and conventional vitamins, minerals and supplements and staffed by a personal care specialist. A HealthNotes kiosk will provide customers with additional information.

Hours at the new Publix will be 7 a.m. to 10 p.m. seven days a week. The pharmacy will be open from 9 a.m. to 8 p.m.

Monday through Friday, 9 a.m. to 6 p.m. Saturday and 11 a.m. to 5 p.m. Sunday. The adjacent liquor store will be open from 10 a.m. to 9 p.m. every day. ■

**in the know**

>> **Florida’s first “hybrid” Publix (store #1337)**

>> **What:** 54,000 square feet with emphasis on GreenWise products

>> **When:** Grand opening 8 a.m. Thursday, Oct. 21; regular hours, 7 a.m. to 10 p.m. seven days a week

>> **Where:** The Marketplace at Pelican Bay, 8833 Tamiami Trail N.

>> **Info:** www.publix.com

## CIW

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haven’t yet extended those same fair trade principles (to tomato pickers in Immokalee).”

Workers earn on average 50 cents for every 32-pound bucket of tomatoes they pick, meaning they must pick about 2.25 tons in a 10-hour day just to make minimum wage. A penny more means workers making \$12,000 per year, an average income, might make \$16,000 per year.

The 4,000-member CIW, through its Campaign for Fair Food, has already persuaded food industry giants including McDonald’s, Burger King, Subway, Yum Brands (Taco Bell and KFC), Aramark, Compass, Sodexo and Whole Foods to pay at least a penny more to tomato sup-

pliers, who have agreed to pass it on to workers.

Publix spokeswoman Shannon Patten says the company takes issue with the CIW asking it to pay an extra penny because it is above the “market value” of tomatoes.

“I think there’s a huge difference here,” between the Fair Trade principles touted on the coffee package and paying an extra penny per pound of tomatoes for fieldworkers in Immokalee, she says. “We pay the price the coffee supplier asks, just like the tomatoes.”

Publix distances itself from the CIW, suggesting that the workers’ living conditions are their own business, that of their employers or law enforcement officials.

“If they need a penny more per pound that means that’s something they should go back to their employer about,” says Ms. Patten, “not someone outside the relationship. We pay whatever the market value is.

We aren’t paying the farmworkers.”

Ms. Patten calls the CIW’s request a labor dispute, something she says Publix historically ignores. “We have more than 35,000 products,” she said. “Tomatoes are just a small part of that product mix.”

A small part of the product mix for Publix, yet a more significant consideration for people such as Oscar Oztzy, a farmworker and member of CIW. “There is no labor dispute,” he says. “Publix buys tomatoes from three farms that are willing to pass on the penny per pound.”

The CIW said Publix should be “part of the solution” to farmworker poverty.

“Publix is involved because they’re a major buyer of Florida tomatoes,” says Leonel Perez, a farmworker and CIW member. “With that power, Publix could decide to support fair wages and fair working conditions, the exact same thing they’re doing with their coffee suppliers.”


Rev. Buckley of InterFaith Action and

leaders of local churches from different faiths have drafted a letter to Publix imploring them to pay the extra cent for a pound of tomatoes.

“We joyfully welcome Publix’s enthusiasm for Fair Trade coffee and hope that Publix also will make a powerful contribution toward ending the human rights crisis in Florida’s fields,” the letter reads.

The group, along with its partners from the CIW, students from Florida Gulf Coast University and others, plan to lead a protest outside a new Publix starting at 7:30 a.m. Thursday, Oct. 21, at Marketplace at Pelican Bay, 8833 N. Tamiami Trail. That’s a half hour before Publix plans to hold a grand opening for its first-ever, 54,000-square-foot “hybrid” store there, which will feature its GreenWise brand.

“We’re going to try to get some Fair Trade coffee for all the protestors,” Mr. Buckley said. ■



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