

Sample Script for delivering a Publix Manager Letter

(Go to the service desk or other appropriate area and request to speak with a manager).

When the manager arrives:

Hello, my name is _____ and I am a frequent customer here at your store (or live nearby or am a member of _____ congregation—whatever you'd like to say). I am very concerned about the conditions faced by the farmworkers who pick the tomatoes sold here in Publix. Tomato pickers earn just 40-50 cents per bucket of tomatoes, a rate which hasn't risen significantly in over 30 years. Worse yet, several modern-day slavery rings have been found in Florida's fields where farmworkers are held against their will and forced to work. In fact, Publix continues to buy tomatoes from some of the farms implicated in a slavery case that was prosecuted in federal court this past December, in which farmworkers were locked in trucks, beaten, and threatened.

The good news is that Publix has the opportunity to work with the farmworkers of the Coalition of Immokalee Workers to improve wages and conditions for those who pick the tomatoes sold here. It is very important to me as a customer that Publix do this. (you can say why this is important to you or how you learned about the issue).

Here is a letter with more details, signed by myself and members of my congregation/family/whoever signed it. I'd appreciate it if you'd read the letter and pass it on to Publix Corporate Offices with my concern.

{The manager will respond and may suggest that you mail it to public relations or some other department at the corporate offices.} Then you can reply:

I've already sent a letter/postcard to Publix Corporate Offices. So have dozens/hundreds of people from my congregation. Can you please pass this on to your supervisors and let them know that I hope Publix will live up to its reputation as a good neighbor by ensuring fair wages and treatment for the farmworkers in our backyard?

{reply}

Thank you.