

The National Farm Workers Association asks you:

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Please Don't Buy TREE-SWEET FRUIT JUICES S & W FINE FOODS

These are products of the DiGiorgio Corporation, the largest grower of grapes in the Delano area. It has employed farm workers at miserable wages for years.

3,000 farm workers have been on strike in Delano since September, 1965. Thousands more marched in the Pilgrimage to Sacramento. The Schenley Corporation broke down and negotiated. But the DiGiorgio Corporation will not grant UNION RECOGNITION and COLLECTIVE BARGAINING -- rights that should be taken for granted.

Instead it has made a fraudulent offer of elections among scab workers to see if they want a union. The strikers have already voted with their bodies, by going on strike. They have voted continuously for eight months. Those workers now working for DiGiorgio are scabs who went to work while other men starved for their rights.

Therefore, the NFWA is calling for a nationwide boycott of all DiGiorgio products, including S&W FINE FOODS and TREE-SWEET FRUIT JUICES, until DiGiorgio recognizes the NFWA as the sole bargaining agent for the DiGiorgio workers.

The DiGiorgio Corporation has a heart -- right in its pocketbook. YOU can hurt it there. Help the boycott!

Help us succeed as we did against Schenley's!



George Ballis photo

DiGIORGIO ARMED GUARD, Herschel Nunez. On April 21, Nunez assaulted Delano striker Manuel Rosas, beating him on the side of the head with his nightstick. Rosas was hospitalized with 10 stitches. The incident broke up discussions of elections that were going on at the very same moment between the DiGiorgio Corporation and the NFWA.

The DiGiorgio Struggle

Members of the National Farm Workers' Association have been on strike against the DiGiorgio Corporation's 4,600 acre Sierra Ranch since September 15, 1965. They are asking for union recognition and a wage raise from \$1.25 an hour and 10¢ a box of grapes, to \$1.40 an hour and 25¢ a box. Since they have won neither union recognition nor the wage raise, they are asking for your help in a consumers' boycott of DiGiorgio products.

The striking workers were not permitted to vote for or against a union before they walked off the job. Once they had walked off, the DiGiorgio Corporation began to bring in strike-breakers from other areas to work for more than the strikers had been getting themselves. When the strikers picketed the Sierra Vista Ranch to run back the scabs they were met with police harassment, threats of arrest for trespassing if they went on the land to speak to the scabs, and physical obstructions such as noise or clouds of dust from tractors run by supervisors while the scabs were in the field.

When the NFWA, with the help of the International Longshoremen's and Warehousemen's Union, stopped the loading of DiGiorgio grapes at the docks in San Francisco and Oakland, the corporation asked for a court injunction against union interference with its products. The injunction was refused.

As the unpicked grapes rotted on the vines and as the scabs mishandled the grapes they did pick, the growers, DiGiorgio included, insisted that there was no strike

going on, and even if there was one, it wasn't hurting 'them'. More grapes were picked this year, they said, than ever before. Meanwhile, scabs began showing up from farther and farther away -- winos from Stockton, Mexican nationals, even Arabs -- and the corporation began changing the markings on its grape trucks and boxes to confuse the boycott workers. Pruning season came; the growers continued to deny that the picket line had any effect; and the DiGiorgio Corporation sued the National Farm Workers' Association for damages and loss.

The strike is costly to the strikers and it must be won. To dramatize their problem, as the civil rights movement has done, the striking workers set out on a 300-mile pilgrimage and organizing march up the San Joaquin Valley to Sacramento. Tremendous support developed during the 3-day march and by the end of it, Schenley's, the second largest Delano grower, had agreed to recognize NFWA and negotiate a wage raise. Unions and newspapers all over the country had come out in support of the strikers' demands. Governor Brown had seriously embarrassed himself by not showing up to meet the marchers at the Capitol Easter morning.

And then DiGiorgio offered elections. Elections to determine what union, if any, would represent the workers in the DiGiorgio fields. According to DiGiorgio, three "unions" would be parties to the elections -- the Kern-Tulare Independent Farm Workers' Association, the Agricultural Workers'

Organizing Committee and the NFWA. The Independent Farm Workers' Association, as Senator Robert Kennedy proved in the recent farm labor hearings in Visalia, is not a workers' union at all, but a company union controlled by the DiGiorgio Corporation and its labor contractors. AWOC, the second proposed party to the elections, had not been on strike against DiGiorgio. Only the NFWA can represent the workers, but the DiGiorgio Corporation has refused to recognize the NFWA.

There were more problems. Although the NFWA supports the use of elections in labor disputes before a strike, none of its members are working for DiGiorgio any more -- they are all on strike. In the "DiGiorgio elections" they won't even be able to vote!

And even more problems. Before the elections, all parties entering would have to agree to certain conditions. If they won, they would have to submit to compulsory arbitration of any future disagreement by an arbitration board of one company and one union representative, and a court appointee. The union would have to stick to the decision of this group -- a rule rejected by all labor unions. Whether they won or not, none of the unions would be allowed to

strike or bring economic pressure such as a boycott either before, during or AFTER negotiations, even if the negotiations broke down.

In short, DiGiorgio demanded that the union accept ahead of time certain things that no union would agree to once it had sat down to the bargaining table.

Holding a free election, even among scabs, would be a problem in itself. Trespassing ordinances have always kept union organizers off the DiGiorgio land and away from the homes of farm workers living there. How could the union campaign? The day after DiGiorgio called for elections he held a meeting of all the scabs working for him. Anti-union speeches were made and the men were served free candy and soda pop. Was a union represented freely at this meeting? On Thursday, April 21, a DiGiorgio guard drew a gun on a woman striker who was trying to speak to the scabs, threw her to the ground and hit another picket on the side of the head, requiring ten stitches (see photo above). Is this free speech?

Our only alternative is to keep the pressure on the DiGiorgio Corporation with a boycott and strike until it makes an honest offer of union recognition and negotiations.

Boycott Instructions

1. Call an emergency meeting of your group to form an ad hoc committee to aid the farm workers' strike. Delegates from interested and sympathetic groups: civil rights, church, union. . . should also be invited.
 2. Send a delegation to the Retail Clerks Union, inform them of the boycott, and ask their cooperation. They might (unofficially) advise a large chain-store not to buy DiGiorgio products. This union could also collect all canned foods returned by the chains and send them to the NFWA office in Delano for families of strikers.
 3. Send a delegation to the management of selected chains and ask them officially not to buy DiGiorgio products. You may tell the management that you intend to use a consumer informational boycott; but you're forbidden by law to use threats of coercion or a general boycott of the store. Students should try to persuade their school cafeterias not to serve DiGiorgio products.
 4. Set up -- AS SOON AS POSSIBLE -- an informational consumer picket in front of selected chains. This kind of informational picket means you hand out leaflets to all customers entering the store and ask them to respect the boycott.
- IN ADDITION to this kind of picket line we would also like to see some lines with signs and placards urging customers not to buy these products.
5. IT IS VERY IMPORTANT -- in order to create the kind of persuasive tension that is needed in Delano -- to make every effort to publicize this boycott through the newspapers, radio and TV in your area.
 6. This intensive and short-term effort to inform the consumer-public can be the best way to build future support for California farm workers who are fighting for their right of collective bargaining. IT IS UP TO YOU.
 7. We are forbidden by law to boycott stores merely because they handle DiGiorgio products. Picket lines cannot encourage general boycotts by consumers of a store or by employees of stores carrying DiGiorgio products.

Viva la causal
National Farm Workers Association, Box 894, Delano

Another "DiGiorgio Election"

In an interesting interview in the Los Angeles Times, August 15, 1937, which appeared under the title "I Work, You Work; the Land Works," Mr. (Joseph) DiGiorgio set forth his views on labor organization. It seems some organizers appeared at his factory and said, "Mr. DiGiorgio, we're going to unionize your farm." "You're going to what?" he demanded. "My men are free men. You aren't going to do anything here they don't want done!" So concerned was Mr. DiGiorgio about the "freedom" of his employees, that he promptly called a meeting and addressed his men on the subject of unionization. "You know that one day the fruit is green," he orated, "and the next it's ready,

and the third and it's rotting. We're in the shipping business and it's got to move. How can you have a union? If you think you can, go ahead and try it. If this farm goes to hell your jobs go, too." The employees then "voted" and, after the vote was taken, announced the result. "Mr. DiGiorgio, we have voted." "That's a good American way," DiGiorgio replied. "Do you give your pay to those fellows in the city, or not?" To quote from the interview, "A smile flashed across the man's sun-burned face. 'The men say nothin' doing,' 'Good,' said DiGiorgio, 'on the DiGiorgio farms we grow crows -- and men!'"

-- from Factories in the Field, by Carey McWilliams, 1939.

BOYCOTT CHECK LIST

- | | |
|-------------------------|-----------------|
| S&W FINE FOODS | MacGills |
| TREE-SWEET FRUIT JUICES | Verbena |
| Indian River | White Rose |
| Blue Flag | Redi-Tea |
| Blue Parrot | Pique |
| Broadway | Premier |
| C&T Premium | Sun Vista Foods |
| Doughtery | Sunnyland |
| Golden Peak | Jolly Farmer |
| Hi-Color | |

THE MOVEMENT

is published monthly by the staff of the Student Nonviolent Coordinating Committee of California. Cesar Chavez, general director of the NFWA, says, "THE MOVEMENT publishes, more than any other paper I know, the news of the upheavals among low income and minority people in this country. I urge those who support us to subscribe to THE MOVEMENT." Subscriptions \$2 per year. Write SNCC, 449 14th St., San Francisco, California. 626-4577.

We suggest that you also subscribe to the following California publications:
EL MALCRIADO, newspaper of the National Farm Workers' Association, Box 894, Delano, California. Every two weeks. \$2 per year.
VALLEY LABOR CITIZEN, organized labor paper of the central San Joaquin Valley, 479 North Fresno Street, Fresno, California. Weekly. \$4 per year.
FARM LABOR, magazine published by Citizens for Farm Labor, Box 1173, Berkeley, California. \$3 for twelve issues.

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449 14TH STREET, SAN FRANCISCO, CALIF.

The Facts on DiGiorgio:

The "Kublai Khan of Kern County" As Seen by a Grower Historian

The DiGiorgio Wine Company is owned by the famed DiGiorgio Fruit Corporation, one of those legendary free enterprise success stories so characteristic of the United States and embracing the fabulous career of the late Joseph DiGiorgio, farmer, grower, entrepreneur extraordinary and founder of the great corporation that bears his name.

Giuseppe (Joe) DiGiorgio, who died in 1951 at the age of 77, rose from a lemon packer on his father's small farm at Sicily to the dynamic direction of a multimillion dollar agricultural organization to become as the press and the trade hailed him: "The Kublai Khan of Kern County" and "The Paul Bunyan of Agriculture."

Young Peppino, as he was called by his family, decided to leave the Sicilian seminary where he was enrolled, to seek his fortune in America. Armed only with a small consignment of his family's lemon crop, the fourteen year old boy landed in New York where he found work with an importer and fruit jobber at \$8 a week.

After a few years he moved to Baltimore, where he went into the jobbing business for himself. His chief interest at the time was bananas, for which Baltimore was the chief port. He obtained a loan from the Maryland National Bank and acquired his first corporate enterprise, the Monumental Trading Company. At the age of 21, he became a director of the bank.

In 1904 Joe DiGiorgio founded the Baltimore Fruit Exchange, cornerstone of the DiGiorgio auction business. In 1911 he purchased the Earl Fruit Co., a long established California shipper, and seven years later acquired some Florida citrus land, forerunners of the vast DiGiorgio holdings in California and Florida.

Not everything went Joe's way. He fought the United Fruit Company, giant of the banana industry, for his share of this profitable business in a running battle that was to last a quarter of a century but the going was rough. On the verge of bankruptcy he saved himself through a bold arrangement whereby he supplied Jamaican growers with Cuban and Mexican bananas so they could fulfill their commitments in the event of loss by hurricane. In return they provided him with the necessary banana bottoms (land) to make shipments to England and other European centers.

The DiGiorgio firm's eminence in pro-

duce auctioneering stems from its founder's early perception that the small grower and city jobber who supplies the small retailer both need a free, open and honest market. This led to the company owning a controlling interest in five major U.S. auction companies.

In 1919 Joe DiGiorgio acquired eighteen square miles of farmland in southern San Joaquin Valley, now officially designated as DiGiorgio, California. The land was wrested from the desert with the aid of pumped water, DiGiorgio remarking: "Fruit is nothing but water and labor and more labor and freight."

He foresaw that the Prohibition was doomed. In 1932, driving past the Italian Swiss Colony at Asti, Sonoma County, he stopped and decided to get into the business. This he did with such success that when National Distillers bought Italian Swiss Colony in 1942, DiGiorgio owned 37.5%.

DiGiorgio has many other interests including a resort area in Borrego Valley near Palm Springs, the Del Vista Winery at Delano and lumber mill operations in Oregon. While the Del Vista Winery was sold, at a handsome profit in 1945, the next year a modern winery, with a storage capacity of 9,500,000 gallons was constructed at DiGiorgio (Cal.), permitting further expansion of bulk wine production.

The senior DiGiorgio had no children but trained his nephews in the operation of the business. Following his death he was succeeded to the presidency by Joseph S. DiGiorgio while the brothers Philip and Joseph A. and another cousin, Robert DiGiorgio, are vice presidents of the giant enterprise, Robert also being president of the DiGiorgio Wine Company.

-- from Guide to California Wines by John Melville, 1960.

DiGiorgio Corporation Today

The DiGiorgio Corporation's sales were \$132,389,000 in 1964. Its net income in that year was \$2,536,000. Its net income doubled between 1960 and 1964.

The corporation's assets are \$65,049,000. They include about 24,000 acres of land in grapes, citrus fruits, plums, pears, asparagus, potatoes, cotton, grain and other crops.

-- from FARM LABOR, V. 3, No. 3.

DiGiorgio and His Cronies:

