

“Adopt a Hannaford”

Guide for Milk with Dignity allies to take action at their local supermarket

Farmworkers and allies have called on Hannaford to join Milk with Dignity and protect farmworker rights and dignity for more than 2 years. Despite dozens of actions and thousands of calls and emails, the company continues to avoid responsibility. This means that the company hasn't yet felt enough pressure.

For Hannaford to come to the table, they will need to feel pressure from their customers consistently and throughout the region. This is why we are asking allies and consumers to “adopt” your local Hannaford store and take recurring actions for Milk with Dignity.

Below you will find a list and descriptions of what actions you can take, important considerations to keep in mind when planning your action, and useful materials. In addition, to learn more about Milk with Dignity - and the role of allies in the campaign - check out our full [Milk with Dignity Ally Toolkit](#).

Take action!

Find the tactic or tactics that are right for you and your group. Different tactics can be combined in a single action, or you can change them up to respond to responses from Hannaford and evolving conditions

By yourself or with a friend?

- **Talk to the Manager**
 - At the customer service desk, ask to speak to store manager
 - Give flier or other information and ask them to speak to executives about your support for Milk with Dignity
- **Post Lawn Signs**
 - Place lawn signs in visible areas around parking lot and/or store entrances
 - Take photos and share
- **Flier Windshields**
 - Place fliers under the windshield wipers of cars in the parking lot

A couple people or a small group?

- **Flier Customers**
 - Stand in the parking lot or near the entrance (close enough to get people as they're coming in, but try to be inconspicuous)
 - Talk to customers as they're entering the store and hand them fliers
 - Ask them to speak to manager after they shop



- **Table**
 - Set up a small table in a visible location (see legal considerations)
 - Talk to customers on their way in and out of the store, provide them with campaign materials, and ask them to sign postcards and/or sign up on the sign-in sheet
 - If they're on their way in, ask them to speak to manager after they shop

Do you have five or more people?

- **Delegate Manager**
 - Same action as "Talk to manager" but in a group. Give the Milk with Dignity annual reports to the manager
 - As some people are speaking to the manager, others can flier customers nearby
- **Pictures with Lawn Signs Inside**
 - Enter the store with lawn signs and go to dairy case
 - Take group photo with lawn signs in front of case and/or holding milk gallons
- **Vigil/Rally with Lawn Signs**
 - Stand in a visible place outside the store holding lawn signs
 - If able to interact with customers (see "Flier Customers")

If you have other ideas or want to get more creative, that's great! Run your ideas by Migrant Justice before taking action



Additional considerations

Documentation: Take lots of photos! Documentation is really important so that we can show that this action took place. Please email your photos to info@migrantjustice.net and share them on social media. If posting, tag Hannaford and Migrant Justice (@Hannaford and @MigrantJustice on Facebook and Twitter, @hannafordmkts and @migrantjusticevt on Instagram)

Timing: Find a good time that works for your group and when there will be lots of shoppers and optimal visibility for your action. It can be helpful for groups to choose a regular time, (e.g. every Sunday at 4pm) so that it's easy to remember and plan for the action.

Space & location: Depending on which of the actions you plan to take, think about where you will have the greatest visibility. If you are doing a rally with lawn signs, the group should stand in front of the store sign so that the Hannaford logo is clear in the pictures. If you are going to table, you'll want to do it in a place that isn't Hannaford private property (or have a backup in mind if you're asked to move).

Interactions with managers and store employees

- Remember that our goal is to engage customers and managers in ways that will result in company executives feeling broad-based pressure. Managers don't have decision-making authority and shouldn't be needlessly antagonized. Maintaining a friendly relationship with managers makes it more likely that you will be able to conduct recurring actions on store property
- Be sure to always treat employees with courtesy and respect, even if they are being antagonistic towards you or getting in the way of your action. Hannaford employees are not unionized and share many of the same concerns as farmworkers in Hannaford's supply chain. Most are unaware of the Milk with Dignity campaign. Try to engage positively and use it as an opportunity to build solidarity
- When combining actions, think about the sequence in order to have maximum impact before risking being asked to leave. For example, if you are delegating the manager and tabling to flier customers, better to do the delegation first so that you don't risk getting asked to leave before you can go into the store

Legal considerations: Hannafords are open to the public and you should plan your action in the way that it will have the greatest impact. However, if the action is on private property and you are asked to leave, you should do so. You won't get in trouble unless you are asked to leave and fail to do so.

- Inside stores and sidewalks/grass directly in front of stores are always private property
- Parking lots may be controlled by Hannaford or may not be, depending on whether they are for Hannaford's exclusive use or mixed with other stores in a plaza. If asked to leave a shared use parking lot, it's okay to question whether Hannaford has exclusive right of use. If you are kicked out of a parking lot that you think may be mixed use, let us know and we can do more research on your rights there
- Sidewalks and grass strips abutting roads will usually be public property and Hannaford can not ask you to leave from these areas

Materials

The main thing you'll need is the [customer service flier](#): Print out copies of this half sheet flier (or we can mail you a stack). Additional resources you can pick up from our office or we can mail you: lawn signs and stakes, Milk with Dignity [Biennial Report](#) & [Year 3 Report](#), buttons, and sign-up sheets, and postcards

Thank you for taking action for Milk with Dignity!!

Join Milk with Dignity!



Únete a Leche con Dignidad

Workers on farms that produce Hannaford brand milk:

- Make less than minimum wage
- Work 7 days a week without adequate rest
- Have high rates of preventable injuries
- Live in substandard -- even dangerous -- housing

There is a solution: Hannaford can make sure that its store-brand milk is free from human rights abuses!

- Farmworker organization Migrant Justice has created a program called "Milk with Dignity"
- Hannaford can buy milk from Milk with Dignity farms that commit to protecting workers' rights
- Hannaford can pay a premium to fund raises and improvements to labor and housing conditions

**Hannaford customers expect more:
We want Milk with Dignity!**



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