

# CALL TO ACTION: April 4<sup>th</sup> National Free Cone Day

## Hey...BEN & JERRY'S:

### *Farmworkers' Human Rights Cannot Wait!*

### **Join and implement MILK WITH DIGNITY Now!**

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**Migrant Justice is calling on Ben & Jerry's to make good on its June, 2015 commitment to join the Milk With Dignity Program. Dairy farmworkers need your solidarity!**

**April 4<sup>th</sup> is Ben & Jerry's Free Cone Day—thousands of folks wait in line for hours all over the country for free ice cream.**

**So on April 4th, head down to your local Ben & Jerry's scoop shop (after you've reviewed this action pack) and stand up for dairy workers' human rights in Ben & Jerry's supply chain!**

If you need support organizing an action, contact us at: [info@migrantjustice.net](mailto:info@migrantjustice.net) or [802-540-8370](tel:802-540-8370)

Check out [these great action examples from 2015](#) for inspiration.

**Our Demand:** Ben & Jerry's CEO Jostein Solheim must ensure farmworkers' human rights are respected in his dairy supply chain by fully joining and implementing the Milk with Dignity Program without further delay—as promised nearly 2 years ago!!!

**Why this action:** Since 2010, Vermont dairy worker members of Migrant Justice have been educating Ben & Jerry's about serious human rights violations in its supply chain. In 2014, VT farmworkers called on Ben & Jerry's to join a new program, modeled after and designed with the Coalition of Immokalee Workers' Fair Food Program, to secure human rights for dairy workers. Only after public pressure, in June 2015, Ben & Jerry's committed to “adopt Migrant Justice's Milk with Dignity Program in its Northeast dairy supply chain.” But two years have gone by and Ben & Jerry's has still not signed onto or implemented the program to date! Dairy workers need your support to let Ben & Jerry's know that we will not stand for further delays—human rights cannot wait and Ben & Jerry's must fully join and implement the Milk with Dignity Program NOW!

**Goal of April 4<sup>th</sup> Free Cone Day Actions:** Educate and activate thousands of Ben & Jerry's consumers across the nation to demonstrate that farmworkers and consumers stand united in our efforts to advance farmworkers' rights in Ben & Jerry's supply chain without further delay.

Because Ben & Jerry's cares deeply about their socially responsible image and brand, we will take our message directly to consumers at Ben & Jerry's scoop shops, share posts and images on [Facebook](#) and [Twitter](#), and even invite Scoop Shop employees, managers, and owners to join our movement and call on Ben & Jerry's CEO Jostein Solheim to stop dragging his heels and fully join and implement this human rights program.

What you need to know on April 4th to Stand in Solidarity with Vermont's Dairy Farmworkers!

VT farmworkers call on our allies to ensure a non-violent, fun, and values-based action. We want to appeal to the dignity of all involved and see everyone as a potential ally in this human rights struggle. This is not a boycott, nor are we seeking to disrupt “sales.” Rather, farmworkers have a clear and moral message to deliver to the public at large and the CEO of Ben & Jerry’s. Workers at the local scoop shop, customers, and the manager are all potential allies in this movement. **Our target is Ben & Jerry’s decision-maker CEO Jostein Solheim, who has yet to follow through on his 2015 commitment to workers and to you—Ben & Jerry’s consumers.**

## **What to do before the action**

- PRINT AND MAKE PLENTY OF COPIES OF THE EDUCATIONAL MATERIALS INCLUDED & BE PREPARED TO REACH HUNDREDS OF CONSUMERS WAITING FOR FREE ICE CREAM!
- [Find a scoop shop location near you](#) or a co-op or store front that sells Ben & Jerry’s!
- Promote it everywhere! Create a Facebook event and share it with our [Facebook page](#).
- Network! Contact us to see if we can connect you with others in your area!
- Announce action at local events, on local websites, radio, etc.
- Cultivate local press contacts and pitch the story before hand by calling newsrooms and reporters.
- Find a good writer and photographer to make your own media. Write up story and share pics with [info@migrantjustice.net](mailto:info@migrantjustice.net) and tag us on Facebook and Twitter all day!!!

## **Action Description & Options**

For larger groups (8 or more):

- Gather as many people as you can near your local Ben & Jerry’s scoop shop/retail location (co-op, supermarket), holding one huge sign/banner reading:

**Ben & Jerry’s: Stand for Farmworkers’ Rights!  
Join the Milk with Dignity Program NOW!  
(Your Town/Organization)**

Take a good picture of your group holding this sign/banner. You can include other signs, too. (Other messages on signs: Farmworker Rights!; Dignity for Farmworkers!; Respect! Milk with Dignity! Human Rights for

*Farmworkers! Human Rights Cannot Wait!  
Actions Speak Louder than Words!*



**Post to Facebook and Twitter** Post the picture of your group holding signs and share on Twitter and Facebook with this message: “Your town/organization calls for #MilkwithDignity NOW @benandjerrys\*\* @JosSolheim”. INVITE all people in line (especially folks with kids) to hand you their phone so you can take a picture of them with the #MilkwithDignity sign (below). Have them post the photo to their Facebook and Twitter, tagging @MigrantJustice and @benandjerrys

**\*\*For Facebook, use @benandjerrysUS. For Twitter, use @benandjerrys**



**OPENING:** Gather in a circle: Someone explains the action and reads “Letter to Ben & Jerry’s Scoop Shop Owner” to set the space and tone of the action (see below.)

**Words, Reflections, Connections:** Are there local workers’ rights struggles you can connect to in your town and link this in solidarity with VT dairy workers?

**EDUCATION:** Prepare, designate and, rotate a group of people to distribute the attached educational flyers and campaign materials and engage people waiting for free ice cream in one-on-one education and invite them to take action on postcards, flavor naming, and pictures

**Chants:**

**Get up! Get Down! Milk with Dignity's Coming to Town!  
Get up! Get down...**

**A mi me gusta leche justa! A mi me gusta leche justa...**

**Up! Up! With Liberation! Down! Down with  
Exploitation!**

**Ben & Jerry’s, Escucha: Estamos en la lucha...Ben &  
Jerry’s, Escucha: Estamos en la lucha**

**¡Hasta Derechos Humanos! ¡No Nos Vamos!**

**POSTCARDS:** Hand out a postcard to each person waiting in line for a free cone, ask them to fill out the back with their name and address, and hand it to Ben & Jerry’s staff when they get to the front. If you can print the postcards double-sided in advance, that’s best, but if you can only print one-sided, just print the front and ask folks to write their name and town or city on the bottom or back.

**ACTION:** Engage in a fun and creative way and invite every single person in line to TAKE A PICTURE WITH THE SIGN (below) and tweet it and post it, and turn in the Post Card (above)

**ENERGY/FUN:** Roving ‘picket line’ march (NOT blocking entrances, or traffic, and keeping up good fun and creative energy) with signs and some suggested chants. Invite folks in line to join you:

**While outside, Read Aloud and then Deliver the “Letter to Ben & Jerry’s Scoop Shop Owner”** to tell people what you are doing... (“We are delivering this letter that...”), especially if press is there. Make sure groups/organizations present sign the letter.

**Deliver letter:** A delegation of no more than about 6 people, ideally representing some different organizations and communities, go in and respectfully ask to speak to the manager on duty. Explain to them who you are and why you are there. Hand them the letter and ask them to deliver it to CEO Jostein Solheim. Take down their phone number/contact info and tell them you will follow up with them to see what the response is.

**MATERIALS:** Print out materials from this action pack and have someone ready to make more if needed!!!

**For smaller groups:**

- Even 2-3 people can make a difference because Free Cone Day is an opportunity to engage hundreds of consumers who are just waiting in line to learn something and do something!!!
- **Educate:** Print out all materials and make plenty of copies
- **Take pictures** with the same sign as described above, or smaller sign at the end of this packet, and share on Facebook and Twitter with this message: “(Your town/organization) calls for #MilkwithDignity @benandjerrys @JosSolheim”
- Do not block flow of customers, traffic, etc. Engage people in line in a very positive way...they are not the enemy for wanting free ice cream!!! Everyone is a potential ally. Have “Did you know” type conversations. The goal is to educate



them and have them turn in the postcard (below.)

- **Deliver** the letter to the manager as explained above
- **Other Creative Ideas:** We've heard from a family that will show up with hand-written cards by their children and balloons; workers' delegations organizing a "tip-in"—tipping those workers on duty in solidarity as they deliver the card/letter; or people who will just take a selfie in front of a B&J store/freezer and tweet it out.

## **Social Media Wrap-Up**

- Share pics on Twitter and on the [Milk With Dignity Facebook page](#)

### **After the action:**

- Post your pictures to Facebook and twitter with a report back and email them to us at [info@migrantjustice.net](mailto:info@migrantjustice.net)
- Email us a description of the action, with highlights, details etc. [info@migrantjustice.net](mailto:info@migrantjustice.net)

### **Social Media Information**

- [Milk With Dignity Facebook page](#)
- [Migrant Justice Twitter](#)
- [Ben and Jerry's Facebook](#) @BenandJerrysUS
- [Ben and Jerry's Twitter](#) @benandjerrys
- [CEO Jostein Solheim's Twitter](#) @JosSolheim
- Messages to share on Facebook and Twitter with photos before and during your action:
  - (your organization/town/you as individual) stands with @migrantjustice for #MilkWithDignity
  - Farmworkers #HumanRights cannot wait @benandjerrys @JosSolheim @Benandjerrys Join #MilkWithDignity NOW
  - Other tags: #farmworkers #foodjustice #foodie #vtpoli #1u #foodchain #foodfight





**Dear Ben & Jerry's Manager or Vendor:**

As supporters of Migrant Justice's Milk with Dignity Program, we ask you to stand with dairy workers and please urge Ben & Jerry's CEO Jostein Solheim to join and implement the worker-led Milk with Dignity Program without further delay. It's been nearly two years since Ben & Jerry's publicly committed to join and implement Milk with Dignity to advance the human rights of workers in Ben & Jerry's Northeast dairy supply chain. During those two years, Ben & Jerry's has prioritized cows (No RGBH or tail docking) and chickens (cage-free egg agreement with Humane Society) over the fundamental human rights of the farmworkers who put the cream in Ben & Jerry's ice cream.



Farmworker members of Migrant Justice, a Vermont community-based organization, designed the Milk with Dignity Program to improve their abysmal working conditions. In June 2015, Ben & Jerry's committed to join the Milk with Dignity Program and require its supplier farms to comply with worker-defined human rights standards in the Milk with Dignity Code of Conduct. Yet Ben & Jerry's has still not signed the agreement necessary to actually implement Milk with Dignity in its supply chain. After nearly two years of talks with Migrant Justice, Ben & Jerry's has been thoroughly informed about the reality of human rights abuses on farms that produce its milk and cream. Ben & Jerry's must now show the resolve to stand up and proudly declare that it will source its milk in compliance with real, enforceable human rights standards.

Ben & Jerry's sources its milk from St. Albans Cooperative, which has some farms in New York State. There have been 61 reported fatalities on New York dairy farms between 2006 and 2014, according to the New York State Department of Health. Dairy work is dangerous in Vermont, too; at least one worker has been killed on the job on a Vermont St. Albans Cooperative Farm in recent years. Common potentially fatal dangers OSHA has directly identified on dairy farms include "Being trampled, being struck by livestock, being struck by vehicles, backed over. People have fallen into and drowned in manure pits." In Vermont, according to a UVM study, "the 2010–2011 starting wage for Latino workers was \$7.63 per hour—83.3 percent of the starting wage for other workers. The gap in 2012 wages is even larger." The average hours worked for immigrant dairy workers is 68.8 hours per week, and the average for U.S. dairy workers is 55.5 hours per week. Taken together, these long hours and low wages often mean inadequate sleep, rest, and even food insecurity (dairy workers in Vermont are more food insecure than average Vermonters), creating a recipe for disaster in Ben & Jerry's supply chain. The Milk with Dignity Program was designed to address this set of problems. Dairy workers' human rights in Ben & Jerry's supply chain cannot be postponed a single day longer. Ben & Jerry's should embrace and promote Milk with Dignity, not delay and avoid it.

Ben & Jerry's CEO cannot proudly advertise the company's commitment to racial equity at the same time that he drags his heels on advancing dignity for workers in Ben and Jerry's own dairy supply chain. Dairy workers have told him directly about being housed with leaky roofs and no bathroom in the Vermont winter, and never having 8 consecutive hours of sleep for years on end, due to inhumane scheduling practices. Farmworkers have shared cases where thousands of dollars in wages were stolen or workers went without adequate heat in their housing through a cold Vermont winter. Furthermore, a recent incident of forced labor in the Idaho dairy industry certainly should inspire Ben & Jerry's to protect its own supply chain without delay. And yet Ben & Jerry's postpones progress with excuses when the solution is ready to launch: join and implement the Milk with Dignity Program.

We can only measure Ben & Jerry's commitment to social justice by actions. Thus far, Ben & Jerry's actions prefer the illusion of "happy cows" to the reality of human rights. The Milk with Dignity Program is a powerful tool to fight the systemic injustice, racism, and human rights crisis in the dairy supply chain. Milk with Dignity offers a holistic approach to workers' rights that will work with farmers and farmworkers to achieve worker-defined human rights standards.

We stand with Migrant Justice and urge you to call on CEO Jostein Solheim to fully join and implement Migrant Justice's worker-led Milk with Dignity Program and make an unequivocal commitment to human rights in Ben & Jerry's supply chain today.

Sincerely,

**BEN & JERRY'S:  
#HUMANRIGHTS  
CANNOT WAIT!**

**JOIN**

**#MILKWITHDIGNITY  
NOW!**

**[WWW.MIGRANTJUSTICE.NET](http://WWW.MIGRANTJUSTICE.NET)**

# Join Vermont Dairy Workers & Call On Ben & Jerry's to Source its Milk in Compliance with the Fundamental Human Rights of Farmworkers!

## Hey...Ben & Jerry's: What about the human rights of FARMWORKERS?

*Ben & Jerry's has not followed through on its 2015 commitment to advance dairy workers' fundamental human rights by joining Migrant Justice's Milk with Dignity Program. Meanwhile, back on the farm...*

*...61 fatalities on NY dairy farms from 2006-2014 & farmworker fatalities up 22% in USA from 2014 to 2015*

# DAIRY

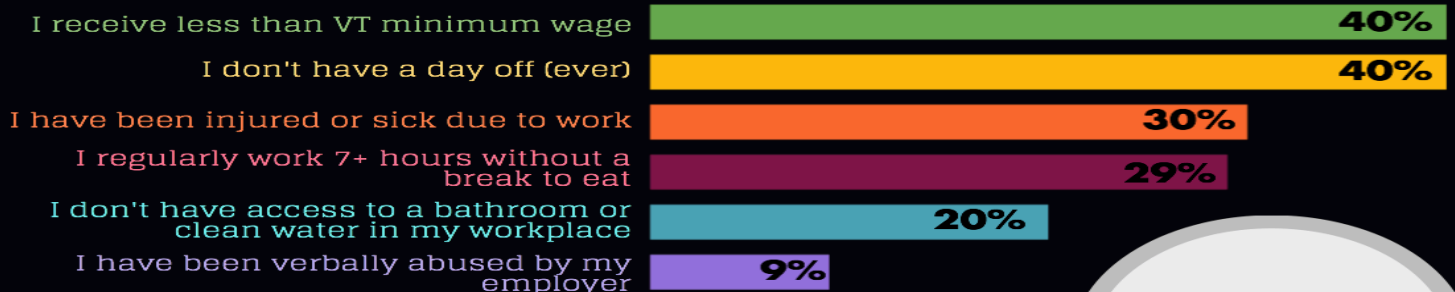


### DID YOU KNOW?

THERE ARE APPROXIMATELY **1,200 TO 1,500** MIGRANT FARMWORKERS WORKING ON VERMONT DAIRY FARMS.

THE AVERAGE FARMWORKER WORKS BETWEEN **60 & 80** HOURS EACH WEEK.

## WHAT DO FARMWORKERS HAVE TO SAY?



### **Migrant Justice dairy workers call to action for April 4<sup>th</sup> "Free Cone Day"**

Vermont dairy workers' goal on free cone day is to educate and engage thousands of consumers, while they wait for free ice cream, to join the movement calling on Ben & Jerry's CEO Jostein Solheim to make good on his 2015 commitment to source his milk in compliance with the human rights of farmworkers by joining Migrant Justice's Milk with Dignity Program.

### **What Can you do to Stand up for Dairy Worker's Human Rights?**

- 1) Take a Picture** of yourself/friends/family NOW with the Join Milk with Dignity Sign and share on Facebook and Twitter "(Your name/organization) stands with @migrantjustice and calls for #MilkWithDignity NOW @benandjerrys"
- 2) Sign and turn in postcard** to Scoop Shop Owner and ask them to pass it on to Ben & Jerry's CEO Jostein Solheim
- 3) Go to** : <https://secure.benjerry.com/about-us/contact-us?selectedForm=suggest#selectForm>
  - o **AND THINK OF A CREATIVE AND POSITIVE NEW Flavor Name** (E.G. Dignified Dairy Dough) envisioning a dairy supply chain with Milk with Dignity and dairy worker's human rights secured
    - AND in the Flavor Description say: Join the Milk with Dignity Program...and then describe the flavor
    - AND share your flavor with us on Facebook and Twitter tagging @migrantjustice

\*\*For Facebook, use @benandjerrysUS. For Twitter, use @benandjerrys

[WWW.MIGRANTJUSTICE.NET](http://WWW.MIGRANTJUSTICE.NET)

**Human Rights for Dairy Workers Now!**  
**BEN & JERRY'S: SIGN THE MILK WITH DIGNITY AGREEMENT!**

Dear Ben & Jerry's CEO Jostein Solheim:

Dairy workers have spoken with you directly about the unacceptable housing and working conditions that they face every day. And yet Ben & Jerry's postpones progress with excuses, when the solution is ready to launch: join and implement the Milk with Dignity Program. You cannot proudly advertise Ben & Jerry's commitment to racial equity while delaying dignity for workers in the company's own dairy supply chain.

I can only measure Ben & Jerry's commitment to social justice by *actions*. Thus far, Ben & Jerry's actions prefer the illusion of "happy cows" to the reality of human rights. The Milk with Dignity Program is a powerful tool to fight the systemic injustice, racism, and human rights crisis in the dairy supply chain. Milk with Dignity offers a holistic approach to workers' rights that brings together farmers and farmworkers to achieve worker-defined human rights standards.

I stand with Migrant Justice and urge you to fully join and implement Migrant Justice's worker-led Milk with Dignity Program and make an unequivocal commitment to human rights in your dairy supply chain today.

Sincerely,

**Human Rights for Dairy Workers Now!**  
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