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## **YOU CAN USE THIS TOOLKIT TO:**

- \*ORGANIZE AN OCTOBER 5<sup>TH</sup> ACTION AT A BEN & JERRY'S SCOOP SHOP NEAR YOU**
- \*CONDUCT OUTREACH TO FLYER/COLLECT POSTCARDS (LAST 3 PAGES)**
- \*TAKE ACTION USING SOCIAL MEDIA**
- \*SUGGEST A NEW BEN & JERRY'S MILK WITH DIGNITY FLAVOR ON THEIR [WEBSITE HERE](#)**

**OUR DEMAND:** Ben & Jerry's must ensure farmworkers' human rights are respected in its dairy supply chain by signing the Milk with Dignity agreement NOW!!!

What you need to  
know to Stand in  
Solidarity with  
Vermont's Dairy  
Farmworkers!

**WHY THIS ACTION:** Since 2010, Vermont dairy workers 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 worker-driven program, modeled after the groundbreaking Fair Food Program, to ensure respect for farmworker rights its supply chain. On June 20th, 2015, after over a dozen actions were planned at its scoop shops across the country, Ben & Jerry's publicly committed to join the Milk with Dignity Program.

After two years of talk and no action, hundreds of farmworkers and their fair food allies re-launched the public campaign in the spring of 2017-- including an historic 13 mile march to Ben & Jerry's Vermont factory in June. Ben & Jerry's CEO welcomed the marchers, assuring the passionate crowd of supporters that Ben & Jerry's is "ready to go". Nearly two months have passed since then, and Ben & Jerry's has still not made a legally-binding commitment to the Program!!!

In September, Migrant Justice is on the road with the "Human Rights Cannot Wait" speaking tour from Vermont to Washington, DC, logging over 1000 miles in 8 states and over 13 venues. We are sharing workers' reality of laboring in Ben & Jerry's dairy supply chain, continuing the campaign and building support for the October 5th national day of action!



**GOAL:** Organize the single biggest day of protest and action that Ben & Jerry's has ever seen, **educating and mobilizing thousands of Ben & Jerry's consumers** across the nation to demand Ben & Jerry's practice what it preaches by signing the Milk with Dignity agreement.

**Nonviolent action:** VT farmworkers call on our allies to ensure a non-violent, fun, and values-based action. Farmworkers

have the 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.

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

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

**\*SUGGEST A NEW BEN & JERRY'S MILK WITH DIGNITY FLAVOR ON THEIR [WEBSITE HERE](#) (SEE BELOW)**



# **Before the action**

- **SIGN UP:** [here](#) or at [migrantjustice.net](http://migrantjustice.net)
- **CONTACT MIGRANT JUSTICE** to get the latest scoop (hah, hah...) and updates:
  - [info@migrantjustice.net](mailto:info@migrantjustice.net) or [802-540-8370](tel:802-540-8370)
- **FIND a Ben & Jerry's scoop shop or retail location near you**
- **CONFIRM TIME AND LOCATION**
- **PROMOTE EVENT!** Create a Facebook event and share it with our [Facebook page](#).
  - Announce action at local events, on local websites, radio, etc.
  - Table at events, collect postcards, and promote
- **TAKE PICTURES AND MAKE and SHARE YOUR OWN MEDIA**
  - Find a good social media team, 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 our Facebook and Twitter all day!!!



## **Action 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 home made sign/banner with huge letters and font reading:

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

**TAKE GOOD PICS** of your group holding sign/banner. *(Other messages on signs: Farmworker Rights!; Dignity for Farmworkers!; Respect! Milk with Dignity! Human Rights for Farmworkers! Human Rights Can't Wait! Actions Speak Louder than Words! Time to Practice What You Preach!)*

**POST to Facebook and Twitter** Post picture of your group holding signs and share on Twitter and Facebook with this message: "Your town/organization calls for #MilkwithDignity NOW @benandjerrys\*\*".

**HAND OUT FLYER AND COLLECT AND DELIVER POST CARDS** to manager (last pages)

**INVITE** people/groups to take picture holding your sign or the attached #MilkwithDignity sign (below).

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

**ENERGY/FUN:** Roving 'picket line' march

## CHANTS:

1, 2, 3, 4, Milk With Dignity at the Door...  
5, 6, 7, 8, two years too late...(repeat)

Get up! Get Down! Milk with Dignity's Coming to Town!  
Get up! Get down...(repeat)

A mi me gusta leche justa!  
A mi me gusta leche justa...(repeat)

Up! Up! With Liberation! Down!  
Down with Exploitation!...(repeat)

Ben & Jerry's Escucha: Estamos en la lucha...Ben &  
Jerry's Escucha: Estamos en la lucha...(repeat)

What do we want? JUSTICE!  
When do we want it? NOW!...(repeat)

We/(Vermont/New York)...will FIGHT for Worker's  
Rights...(repeat)

(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:

**COLLECT & DELIVER POSTCARDS:** A delegation of 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 *A HUGE BATCH OF POSTCARDS YOU'VE COLLECTED* and ask them to deliver it to CEO Jostein Solheim.

**TAKE A PICTURE AND SHARE IT ON FACEBOOK AND TWITTER!**

**For smaller groups at already scheduled events, conferences, rallies, and marches deploy an education/outreach team! Even 2-3 people can make a difference**



- **EDUCATE:** Print out and share tons of flyers and collect postcards (last 3 pages)
- **FOTO PETITION:** Print out the “Ben & Jerry’s #Human Rights Cannot Wait...” take a pic and instruct how/where to tweet and post to facebook
- **DELIVER POSTCARDS:** If you can find/get to a Ben & Jerry’s scoop shop then deliver postcards or save postcards and contact us to arrange a delivery [info@migrantjustice.net](mailto:info@migrantjustice.net)
- **TAKE PICTURES** handing out postcards, flyering, spreading the word, delivering postcards

**\*SUGGEST A NEW BEN & JERRY'S MILK WITH DIGNITY FLAVOR ON THEIR [WEBSITE HERE](#)**

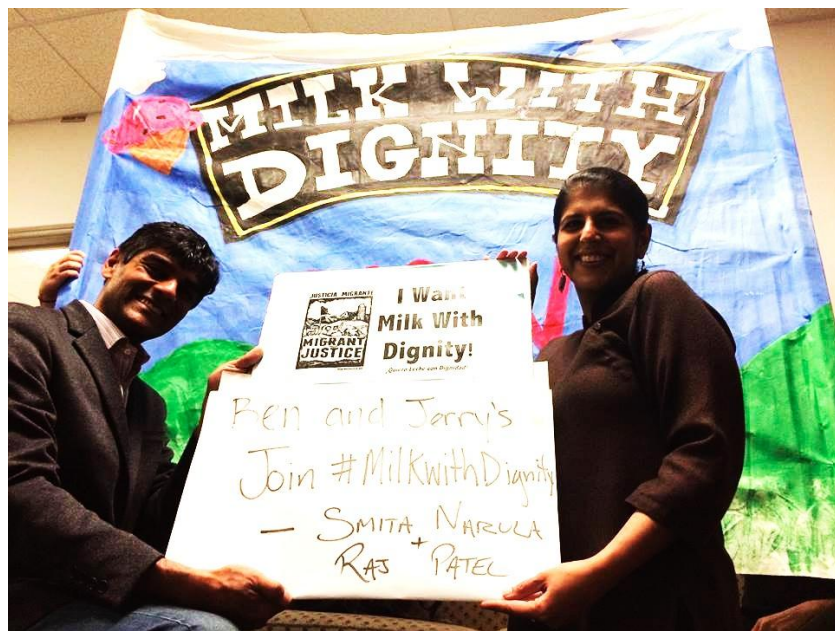
# **Social Media Wrap-Up & Name a Flavor**

- 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)

**HEAD OVER TO [BEN & JERRY'S WEBSITE](#), SUGGEST YOUR OWN MILK WITH DIGNITY FLAVOR & SHARE IT WITH US & POST IT ON FACEBOOK AND/OR TWEET IT OUT**

A screenshot of the Ben & Jerry's 'Suggest A Flavor' form. At the top, there is a button that says 'Send us a flavor suggestion' with a blue triangle icon. Below that, the title 'Suggest A Flavor' is displayed. There are two main input fields: one labeled '\* Flavor Name' and another labeled '\* Flavor Description'. Both fields are currently empty.

## **SOCIAL MEDIA LINKS**

- [Milk With Dignity Facebook page](#)
- [Migrant Justice Twitter](#)
- [Ben and Jerry's Facebook](#) @BenandJerrysUS
- [Ben and Jerry's Twitter](#) @benandjerrys

Messages to share on Facebook and Twitter with photos in the days before and during your action:  
(Your city/town/organization) stands with @MigrantJustice for #MilkWithDignity NOW  
@BenandJerry's #HumanRights @MigrantJustice and #MilkWithDignity Cannot Wait  
@BenandJerry's Si se puede with #MilkWithDignity @BenandJerry's

Other tags: #farmworkers #foodjustice #foodie #vtpoli #1u #foodchain #foodfight



**BEN & JERRY'S:**

**#HUMANRIGHTS**

**CAN'T WAIT!**

**JOIN**

**#MILKWITHDIGNITY**

**NOW!**

**WWW.MIGRANTJUSTICE.NET**

# VERMONT DAIRY FARMWORKERS

...a closer look at the labor environment

## DAIRY



accounts for  
**70-80%**  
of agricultural sales  
in Vermont

### 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?



THE NOT-SO-FUN  
**FACTS**

### Hey...Ben & Jerry's: Human Rights Cannot Wait!

Migrant Justice has built a program to bring labor standards up, and it is based on the Coalition of Immokalee Workers' Fair Food Program, the most successful farmworker human rights model in the entire country. 14 corporations, ranging from Whole Foods to Walmart, have implemented the Fair Food Program.

Please support farmworkers by calling on Ben & Jerry's to make good on its 2015 commitment to source its milk in compliance with the human rights of farmworkers by joining Migrant Justice's Milk with Dignity Program.

[www.migrantjustice.net](http://www.migrantjustice.net)

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, dairy work remains dangerous for workers and farmers alike. For example, there were 61 fatalities on NY dairy farms from 2006-14. Ben & Jerry's ice cream will not be free from abuse until workers' Milk with Dignity Program is implemented throughout the supply chain.

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## 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,

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