The National Farm Workers Association asks you:

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!

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 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 Vistas 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 aid 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 the scabs mishandled the grapes they did pick, the growers, DiGiorgio insisted, insisted that there was no strike going on, and even if there was too, 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 -men from Stockton, Mexican nationals, even Arabs - and the corporation began changing the markings on its grape trucks and boats 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. Treadmill 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 Vincennes, is not a workers' union at all, but a company union controlled by the DiGiorgio Corporation and its labor contractors. A WOC, 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 shad 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, after DiGiorgio guards drew a gun on a woman striker who was trying to speak to the scabs, threw her to the ground and hit another picker on the side of the head, requiring 10 stitches (see photo above), is this free election?
The "Kubli 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 F. DiGiorgio, multimillionaire, entrepreneur, extraordinary and founder of the great corporation that bears his name.

Joseph (Joe) DiGiorgio, who died in 1951 at the age of 77, rose from a lemon packer at the age of 16 to become the driven, dynamic direction of a multimillion dollar agricultural organization, to become the largest packer of fruits in the United States and embrace the fabulous career of the late Joseph F. DiGiorgio, multimillionaire, entrepreneur, extraordinary and founder of the great corporation that bears his name.

Young Pepinno, as he was called by his father, learned the skills of the job from the time he was 16 years old and moved to Los Angeles in 1904, where he went into the jobbing business for a living. In 1911 he purchased his first consignment of his family's lemon crop, the fourteen-year-old boy landed in New York where he found work with an important fruit and vegetable firm at $9 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 buying and distributing center from the Maryland National Bank and acquired his first corporate enterprise, the Monumental Trading Corporation at the age of 21, becoming its director of the bank.

In 1911 he 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, creating the western DiGiorgio business 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 profitable business, and the running battle 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, for which Baltimore was the chief buying and distributing center, from the Maryland National Bank and acquired his first corporate enterprise, the Monumental Trading Corporation.

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