

NONVIOLENT



NATIONAL STUDENT COMMITTEE^F & FARMWORKERS

ACTION

2115 S Street, N. W. Washington, DC 20008
Telephone: 202/265-9890, Ext. 26

BOYCOTT

NSCF UPDATE

Dear Brothers and Sisters,

The National Student Committee for Farmworkers has been establishing avenues of communication with national associations and organizations, developing materials for use on college campuses and actively working with students to organize campus support groups.

The response we have received on college campuses has been encouraging. Hundreds of universities have cleared their campus cafeterias of non-UFW lettuce and grapes through successful petitions, referendums, cafeteria boycotts and other student action. A 12-day fast by a student at the University of Minnesota overcame the unresponsiveness of the U. administration and prompted them to accede to a referendum demand. The referendum is being held in conjunction with registration and results will be tabulated in several weeks. 97 faculty members at the U. of Minn. took out a full page ad in the campus newspaper urging students and faculty to vote in favor of the referendum. Referendums are also being organized at the U. of Fla., U. of Maryland, Temple U., Catholic U. and a number of other schools.

The E.&J. Gallo Winery's sales have plunged 16%-19% since the boycott was initiated (Wall Street Journal 5/16/74, Washington Post 10/6/74, S.F. Chronicle 8/25/74) and much of this slump can be attributed to the decision of millions of wine-drinking students who are supporting the Farm Workers.

Gallo's campus propaganda has taken the form of wine "give-aways" and invidious advertisements in student publications designed to prop up slumping sales of their eight brands of inexpensive, low alcohol fruit wines.

A number of schools with on-campus pubs have discontinued their purchase of Gallo Wines and the Yale University Social Affairs Committee has stopped the use of Gallo at all "wine and cheese" events, eliminating thousands of dollars in business annually.

An open letter to Ernest Gallo has been introduced, challenging him to debate Cesar Chavez on any college campus in the country and it has been co-signed by more than 50 student government and association presidents.

The University of Minnesota daily newspaper and the Wayne State University newspaper recently published editorials endorsing the Farm Workers and the Harvard Crimson, in an editorial entitled "Join the Boycott", urged students to boycott Gallo, non-UFW lettuce and grapes and criticized Gallo's "juvenile" and "offensive" advertisements as well as their "objectionable way of doing business."

OVER ----

...AND REMEMBER TO BOYCOTT ALL GRAPES AND NON-UFW LETTUCE

BOONE'S
FARM

SPANADA

MADRIA

MADRIA

SANGRIA

RIPPLE

TYROLIA

ANDRE

CHAMPAGNE

ANDRE

COLD DUCK

WOLFE

& SONS

THUNDERBIRD

CARLO

ROSSI

EDEN ROC

JOSEPH

STUBEN

PAISANO

RED MOUNTAIN

Or any

label

which

says:

Made in

MODESTO,

CALIFORNIA

The decision by the Yuma County Sheriff's Department to end the lemon strike with clubs and mace triggered telegrams from across the country, including a plea from the President of the National Student Association to end the flagrant violations of the workers' civil rights. Students at the University of New Mexico are organizing a large scale food drive to aid the striking workers in Yuma.

This week, a mailing is going out to 1300 Catholic Campus Ministers with a letter from the National Director of the Campus Ministries urging them to help in any way possible.

A mailing will be sent to all college newspaper editors with ads from Public Media Center rebutting the Gallo ads in mid-January.

The National Student Committee for Farmworkers will be expanding its present Washington staff of two to five or six by the start of next semester. Full academic credit is being arranged for several students who will be joining us. Internships at a number of universities have also been developed for students to work full-time for the Farm Workers on a local basis.

We hope to expand the internship programs in the coming semester so as to offer more students an opportunity to do meaningful work for social change in areas of labor studies, political science, economics, sociology, non-violence, minority studies, etc.. As well as involving interns during the academic year, we will be working to recruit students who are interested in working full-time for the Farm Workers this summer.

No educational institution in America should be supporting injustice and poverty by selling non-UFW lettuce or grapes or Gallo Wines!

Viva La Causa!

Bill,
We've been in touch
with a student at the
U. of Va. who is interested
in clearing the campus of non-UFW produce & helping
the Farm Workers. You might let him know about any
local activities. His address is:
MARK A. ALLEN Lambrath Field
Bldg. 41, Suite 7 U. of Va. Charlottesville, Va.
Tom Karch
Gene Lee
Thanks for your letter,
¡ Si Se Puede!
Tom