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## **TACO BELL® REACHES A SETTLEMENT WITH THE COALITION OF IMMOKALEE WORKERS**

Cal Poly Pomona Foundation commends Taco Bell Corporation for reaching a settlement with the Coalition of Immokalee Workers (CIW). Foundation is delighted that Taco Bell Corporation has addressed the wages and working conditions of farm workers in the Florida tomato industry. Taking a leadership role in promoting the fair treatment of Florida farm workers, the Taco Bell operated by Cal Poly Pomona Foundation, has verified that its supplier, Ready Pac Produce, does not purchase any tomatoes from Immokalee, Florida.

On March 8, 2005, Taco Bell Corp. announced that it will undertake joint efforts with the CIW to improve working conditions in Florida's tomato fields. As part of the agreement, Taco Bell agrees to pay a penny-per-pound surcharge demanded by workers. Taco Bell has recently obtained an agreement with several of its tomato suppliers who employ the farm workers, to pass-through the surcharge directly to the workers.

For its part, the CIW has agreed to end its three-year boycott of Taco Bell, saying that the agreement sets a new standard of social responsibility for the fast-food industry. Emil Brolick, Taco Bell's President, pledged to make this commitment real by buying only from Florida growers who pass this penny-per-pound payment entirely on to the farm workers, and by working jointly with the CIW and Taco Bell's suppliers to monitor for compliance of the pass through. Lucas Benitez, a leader of the Coalition of Immokalee Workers, has called on other organizations to join the CIW and end their boycott of Taco Bell as well.

"We commend Taco Bell for their corporate social responsibility in working with the CIW to improve working and pay conditions for Florida farm workers," said Paul Storey, Executive Director, Foundation. "We are pleased that the CIW is calling on other organizations to end their own boycotts of Taco Bell."

Taco Bell Corporation, based in Irvine, California, is a subsidiary of Yum! Brands, Inc. and the nation's leading Mexican-style quick service restaurant chain. CIW is a membership-led organization of agricultural workers based in Immokalee, Florida, that seeks justice for farm workers and promotes their fair treatment in accordance with national and international labor standards. Cal Poly Pomona Foundation, Inc. is a Section 501 (c) (3) nonprofit organization that operates as a recognized auxiliary of the California State University.