

NATIONAL FARMERS UNION

BOYCOTT KRAFT

The National Farmers Union is the largest direct-membership farm policy group in Canada. They have issued a call for all consumers to boycott all products sold by the Kraftco Corporation. Their aim is to gain the right to collective bargaining for the dairymen who are members of their union.

At present, they have no say at all about the price they are paid for the milk used by corporations such as Kraft. Prices are "negotiated" by a take-it-or-leave-it offer from corporations such as Kraft, or the marketing agencies which work on their behalf.

The result is unbelievably low incomes. The task force on

agriculture predicts that from 1980-85, two thirds of the farm population will disappear, mainly into the cities which hold no jobs for them.

Kraft will then be even freer to manipulate food prices at will, not to the needs of the nation's consumers, but to their ever-growing enrichment, at the expense of the consumer.

WHAT IS KRAFTCO CORPORATION?

Kraftco is the largest dairy monopoly in North America. It is the thirty-second largest corporation with sales in 1969 of \$2.6 billion. That's *billion*, not million.

Kraftco is larger than such well-known corporate giants as General Dynamics, Firestone, Litton Industries, Lockheed Aircraft, Dow Chemicals, Aluminum Company of America and Republic Steel. Kraftco is so large that it has sales about double those of the Coca-Cola Corporation, and greater than either Kresge's or Woolworth's.

In the food industry Kraftco's total sales rank second only to the huge Swift Packers monopoly. However, Kraftco has net profits more than three times as large as Swift's.

Kraftco is a notorious exploiter of labour. It pays its workers low wages and is a shameless union-buster. Not one of the three Kraft plants in Ontario is organized into a union.

Kraft is a manufacturer of a wide range of products. It sells both domestic and imported cheeses under the labels Cracker Barrel, Velveeta, Cheese Whiz, and, of course, Kraft. It sells Miracle Whip salad dressing, Mayonnaise, Tartar Sauce, Sandwich Spread, Barbeque Sauce, Mustard and Spaghetti Sauce.

It sells four margarines — Parkay, Deluxe, Miracle and Soft Parkay — complete lines of jellies and jams; candies such as Kraft Caramels, peanut brittle and marshmallows; Kraft Dinners; Ice Cream Toppings; citrus fruit products; coffee and vegetable oil.

Its subsidiaries sell dairy milk, cream, butter, ice cream, and other food products.

The tentacles of the Kraft octopus stretch around the world. It has plants in the United States, the location of its headquarters; Canada, Guatemala, Venezuela, Belgium, France, Denmark, Mexico, Sweden, the Philippines, Panama, England, Germany, Australia, Spain and Italy.

WHY BOYCOTT KRAFTCO?

Our aim in launching this boycott is to put the National Farmers Union into a position to bargain collectively on behalf of our dairy producers, for a price on the milk they ship, just as workers in a trade union bargain for their wages.

We have picked Kraft to boycott because it is the corporation that dominates the field. If we can get it to the bargaining table we will have made a breakthrough that can be broadened to the rest of the industry.

We decided upon a boycott after years of frustration with few results.

We started out with good arguments. We approached the Canadian Dairy Commission, the Ontario Milk Commission and the Ontario Milk Marketing Board with facts and figures to show that milk shippers weren't being paid enough and that the dairy industry could afford to pay out more of the enormous profits taken from processing our milk. We received polite hearings and nothing more.

We learned through this and other experiences that these marketing agencies, which are supposed to be for the benefit of the farmers, are nothing more than fronts and agencies for the big monopolies.

We asked Kraft to meet with us but they turned us down cold.

So we set up a picket line around a Kraft plant and received tremendous support from the truckers who refused to cross our line. However, they were threatened by the company's agent, the Ontario Milk Marketing Board, and we were threatened with an injunction so we took our pickets off. Even though we won a pay increase it isn't enough.

It seemed our only alternative, short of holding our milk, was this boycott.

Please support it.

from a statement made by the National Farmers Union

HOW KRAFT PROCESS THE CONSUMER

"Kraft has been responsible for a major decline in the quality of cheeses made in the United States, but the Food and Drug Agency can do nothing about it in spite of various cheese standards."

page 85, *The Chemical Feast*, Nader's study group report on the Food and Drug Administration.

Watch for these labels
these or any other brand
Kraft, Sealtest or Doms



With your help

WHAT YOU CAN DO

- 1) Don't buy Kraft Products.
- 2) Ask your friends and relatives to boycott these products.
- 3) Urge your store manager to remove the products from shelves if you are boycotting Kraftco.
- 4) Ask your union, lodge, legion, church group, etc. to encourage the boycott.
- 5) Let Kraft know you are boycotting their products until they come to the bargaining table. Let the NFU know too. (Their address is 333 - 4th Street, Montreal, Quebec.)
- 6) Running a program like this is expensive. It is particularly important to have the support of an organization such as the NFU with its limited finances. [