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Photo by Ken De Freitas

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The decision was reached realizing, the farmers contend, that the government agencies are merely vehicles through which corporation were assured a cheap supply of milk.

On August 19, 1971, the NFU called for a national-wide boycott of all Kraft products to back the farmers' call for collective bargaining rights.

Kraftco has refused to talk with the National Farmers' Union. However, people writing the president of Kraft of Canada receive a form letter reply. (R.J. Greenwood, 9600 Devonshire Road, Montreal 307 Quebec.)

Although Kraft refused to publicly discuss the Boycott, associations to which Kraft belongs or over which it has influence have attacked the NFU.

With the help of concerned citizens, the NFU is now widening its boycott activities, establishing urban support committees across Canada to carry out actions in urban areas. These groups are presently involved in informational picketing and leafletting at supermarkets.

The Moose Jaw committee circulated a petition which thousands signed, demanding the provincial government order the organizers of the Saskatchewan summer games not to purchase or use any Kraft products.

The provincial minister of youth and culture responded by writing to the chairman of the organizing committee, asking him to seriously consider not using any Kraft products and to avoid purchasing Kraft products with the government money allocated to the games. The Saskatchewan caucus of the New Democratic Party has also given moral support to the boycott.

Its position represents a switch from the provincial NDP convention last December when paid party organizers had members of the Regina City Policy seize Boycott material from an information table operated by Boycott co-ordinator Don Kossick.

By the end of this year the NFU hopes a solid network of urban support committees will be operating across the country. Once the network is established, co-ordinated actions against Kraft will take place across Canada.

The Kraft Boycott is essentially a power struggle. If it succeeds, some power will be taken away from the corporations and redistributed into the hands of small Canadian farmers and consumers. If the Boycott fails, the quality of food will continue to deteriorate and prices will continue to rise, with little opposition to corporate power.

Since profits are the major consideration for the corporate decision-maker, Kraft will grudgingly press for legislative changes when the Boycott starts to hurt seriously. Because the laws now favor Kraft and the company has money to tap from its other subsidiaries around the world, the struggle could likely continue for years.

The American United Farm Workers' Grape Boycott required five years to win collective bargaining rights for California grape pickers. But the grape workers did win and so can Canadian farmers - with the help of the Canadian consumer.

## No Kraft boycott at Co-op

By JEFF DAVIES

The Kraft boycott may be gaining steam in some parts of the country but so far it doesn't seem to have had too much effect around here.

Neil McNally, manager of the food store in the married Co-op, said he doesn't think many people are even aware of the boycott; "There isn't much consumer interest in the boycott. It hasn't been very well publicized."

Meanwhile, the Co-op food store continues to stock Kraft products. McNally estimated that 60 percent of their cheese and jam was from Kraft. Also sold at the Co-op are such Kraft products as peanut butter, pizzas, and the dried Kraft dinners.

So far, McNally said that "very, very few" people have questioned this policy of stocking Kraft products and he has no plans to stop it at the present; "I could stop it if I wanted but some people like Kraft stuff."

"I'm quite sure if we stopped selling Kraft products the majority of the people who shop here would get quite uptight about it," said McNally. (He might have a point there. A few

minutes after he said this we watched a customer purchase a number of items which included two boxes of Kraft dinner, a package of sliced Kraft cheese, and a jar of Kraft peanut butter.)

McNally defended the fact that the Co-op was patronizing Kraft on the grounds that it was a "very efficient company," with a wide selection, good packaging, and reasonable prices. Some items, such as Camembert cheese, are available only from Kraft.

All food sold in the Co-op store is obtained through Maritime Co-operative Services. How would they like it if the store refused to buy any more Kraft Cheese? "They wouldn't be too pleased but it's not up to them to say what kind of cheese we have," said McNally.

McNally insists that although he hasn't joined the boycott, he has nothing against farmers; "We're big on farmers...At least one half our produce is bought directly from farmers."

He concluded "If I had an alternative I'd probably do it but we can't have our customers going without their cheese."

## Kraft convicted of false advertising

MONTREAL (CUP) - Kraft Foods Ltd., has been caught in the act again.

The multi-national food monopoly was found guilty October 4 on charge of false advertising in its "Explore Canada" contest.

Justice Claude Valer set October 18 to hear arguments before sentencing.

The company's sales promotion contest offered participants "15 big chances to win" trips to any Canadian city, free use of a vehicle, \$1,000 spending money, and a set of luggage.

The contest was advertised in national magazines and television programs, including the now-defunct Ed Sullivan Show. Kraft is the second largest television advertiser in the United States.

Chief Crown prosecutor Louis-Philippe Landry said no contestant had "15 big chances to win" and 120,900 of the 271,000 entrants had simply wasted a postage stamp.

Prizes and weekly draws were conducted regionally, with three prizes going to Quebec and Ontario, two to British Columbia, and the Yukon territories, and one to each of the other provinces, he said.

The court was told that of the 26,896 Albertans who entered the contest, only 504 made it before the province's one prize had been awarded.

Meanwhile, the National Farmers Union boycott of Kraft products continues. The NFU is demanding the right to bargain collectively for prices paid to farmers by the monopoly.