

NFU boycotts Kraft products

SASKATOON (CUP) — The National Farmers Union has launched a nation-wide boycott of all products manufactured by Kraft Foods.

The purpose of the boycott is to force the giant corporation to bargain collectively with dairy producers in order that they may receive a fair price for their produce.

Dairy producers are being caught in an economic squeeze between monopolies such as Kraft and Carnation and the various provincial marketing agencies which set the prices for the farmers' products. The result is that companies such as Kraft rake in the profits, while the dairy producers receive only minimal returns and are often forced to leave the land because of low incomes. Their farms are then absorbed into huge corporate farms.

The NFU is seeking the right to act as the bargaining agent for dairy producers in their negotiations for a fair deal from food manufacturers. In the past there has been no such unified front.

Kraft has been chosen as the target of the boycott because it is the predominant corporation in the food-marketing field in Canada. The farm union also accuses the corporate giant of being a "notorious exploiter of labour" and a "shameless union-buster."

In its attempt to achieve a fair price for dairy producers the NFU is distributing a four-page tabloid newspaper detailing its campaign against Kraft and asking all consumers not to buy any Kraft products or those of its subsidiaries, Seal test and Dominion Dairies.

The NFU urges consumers, in addition to boycotting Kraft brands, to ask store managers to remove these products from their shelves. It also asks that various organizations and institutions officially endorse the boycott.

Such endorsement has already been received from such groups as the Ontario Federation of Labour, the Saskatchewan

Federation of Labour, the Alberta Federation of Labour, the United Fishermen and Allied Workers Union and the Board of Evangelism and Social Service of the United Church of Canada.

Earlier this year the National Farmers Union picketed the Kraft plant in Ingleside, Ont., in an attempt to win an increase in what farmers were receiving for their produce. They succeeded in gaining an increase of only \$1.15 per hundredweight, well below what they needed.

By taking on Kraft the NFU hopes to set a precedent in dealing with other food conglomerates and escape from the joint stranglehold of such companies and their puppets, the provincial marketing

boards.

In its publicity releases the Farmers Union acknowledges the enormity of its task. Kraftco Corporation is the largest dairy monopoly in North America and is the 32nd largest corporation with sales totalling \$2.6 billion in 1969.

"Kraftco is larger than such well-known giants as General Dynamics, Firestone, Litton Industries, Lockheed Aircraft, and Dow Chemical . . . it has sales about double those of the Coca-Cola Corp. and greater than either Kresge's or Woolworth's" the NFU says in its newspaper.

Kraft and its subsidiaries produce a wide range of products including milk, butter, cheese, salad dressing, jams,

jellies, fruit products and many others.

The corporation has branch plants in Canada, Guatemala, Venezuela, Belgium, France, Denmark, Mexico, Sweden, the Phillipines, Panama, England, Australia, Spain and Italy.

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