



FAIR FOOD PROGRAM

# The Power of Prevention

[WWW.FAIRFOODPROGRAM.ORG](http://WWW.FAIRFOODPROGRAM.ORG)







# WHAT IS THE FAIR FOOD PROGRAM?



An innovative, award-winning partnership among:

- Participating Growers
- Participating Buyers
- Coalition of Immokalee Workers

In order to:

- Improve working conditions on farms
- Reduce risks for growers and large retail food companies





# STRUCTURE OF THE PROGRAM

The Fair Food Program's **Participating Buyers** (PBs) are retail food and foodservice companies, such as Whole Foods Market, Compass Group, Walmart, Subway and McDonald's.



**Participating Buyers** agree to purchase from PGs that are in compliance with the Program's Code of Conduct, as certified by the Fair Food Standards Council, and to pay a premium to **Participating Growers (PGs)** to be passed on to workers as a bonus in their paychecks (PGs receive a small percentage for administrative costs).



# WHAT ARE THE BENEFITS FOR PARTICIPATING GROWERS?

- Participating Growers receive purchasing preference from Participating Buyers
- They are also featured on the Fair Food Program website and FFP publications







# BENEFITS FOR PARTICIPATING GROWERS

- Improved employee retention as Participating Growers become employers of choice with improved work environments.
- **Better management and communication systems.**
- Identification of potential risks in operations, with corresponding reduction in workers compensation cases as well as legal and administrative actions and fines.







# THE LABEL OF THE PROGRAM

Participating Buyers can:

- Display the Fair Food Program label
- Use point-of-sale displays in stores to inform consumers and promote FFP products







# 1 HOW IT WORKS

## A CODE OF CONDUCT BASED ON WORKERS' EXPERIENCES AND PRIORITIES

### 90% IS 'COMPLYING WITH THE LAW'

- Zero tolerance for forced labor and child labor
- Work environment free of sexual and verbal harassment, violence and discrimination
- Direct hiring and safe recruitment channels
- Elimination of systemic wage theft
- Improvements in health and safety, including provision of shade, rest breaks, clean drinking water and restrooms, safe transportation, and protective measures to guard against exposure to lightning, pesticides and heat stress
- Workers' rights to raise complaints and concerns, free of retaliation of any kind, strictly protected
- Participation in Health and Safety Committees





# 2

## HOW IT WORKS

### COMPREHENSIVE WORKER-TO-WORKER EDUCATION



In depth, accessible worker-to-worker education on company property and company time, at the time of hire and during the season.

Workers become frontline monitors of their own rights.





# 3 HOW IT WORKS

## MONITORING BY THE FAIR FOOD STANDARDS COUNCIL

- Monitoring consists of comprehensive audits and a worker complaint investigation and resolution mechanism.
- Monitoring is non-adversarial, confidential, and collaborative.
- FFSC staff work closely with Participating Growers to ensure Program mechanisms are clear and user-friendly.
- FFSC advises producers and assists them in meeting requirements at no cost.
- There is no fee for Fair Food Program certification.







# 3 HOW IT WORKS

## MONITORING BY THE FAIR FOOD STANDARDS COUNCIL

- During audits, there is an evaluation of management systems.
- Interviews with all levels of management and a significant percentage of the workforce, outside the presence of supervisors.
- Comprehensive reports are provided and agreements on corrective action plans form the basis of the next audit.







# 4

## HOW IT WORKS

### ACCESSIBLE AND EFFICIENT COMPLAINT RESOLUTION MECHANISM



- Complaint hotline answered live, 24/7 by multilingual investigators
- Prompt investigations and resolutions
- Confidentiality protected





# RESULTS WORKERS

- **Elimination** of forced labor, systemic wage theft, and violence, including sexual assault
- **88,000** workers educated on their rights
- Over **3,600** worker complaints resolved in collaboration with Participating Growers without fear of retaliation.
- More than **\$50 million dollars in FFP premium** distributed to workers.
- Over **\$500 thousand dollars** recovered through complaint resolutions
- Improvements in the work environment and enhancements in health and safety practices, including protection against hazardous conditions and efficient responses to workplace injuries or illnesses







# RESULTS GROWERS

- Receive purchasing preference from Participating Buyers
- Become employers of choice
- Improved management systems and risk prevention
- Obtain verification of ethical labor practices and a way to differentiate themselves to the public consumer

NO EEOC or DOL cases brought against  
Fair Food Program Participating Growers







# RESULTS BUYERS

- Transparency and the elimination of risks in the supply chain
- Consumer confidence in the conditions under which their products are produced







# CHALLENGES

## COVID-19 PANDEMIC AND DEADLY HEAT WAVES

- Farmworkers were at unique risk for the virus, being essential workers but with limited access to health care or vaccinations.
- Farmworkers are at unique risk for heat stress-related illness, injury, and death because of the nature of their physically demanding outdoor labor

# INNOVATIVE SOLUTIONS

- The FFP designed an independently enforceable COVID-19 Assessment, Prevention, and Response Plan that all Participating Growers were required to comply with.
- The plan resulted in 50 percent less illnesses among workers and supervisors
- The FFP designed an independently enforceable Heat Stress Illness Awareness, Prevention, and Response Plan that all Participating Growers are required to uphold. The protections include specific protocols regarding education and training for farm staff, mandatory cool-down rest breaks, and water, shade, and medical care

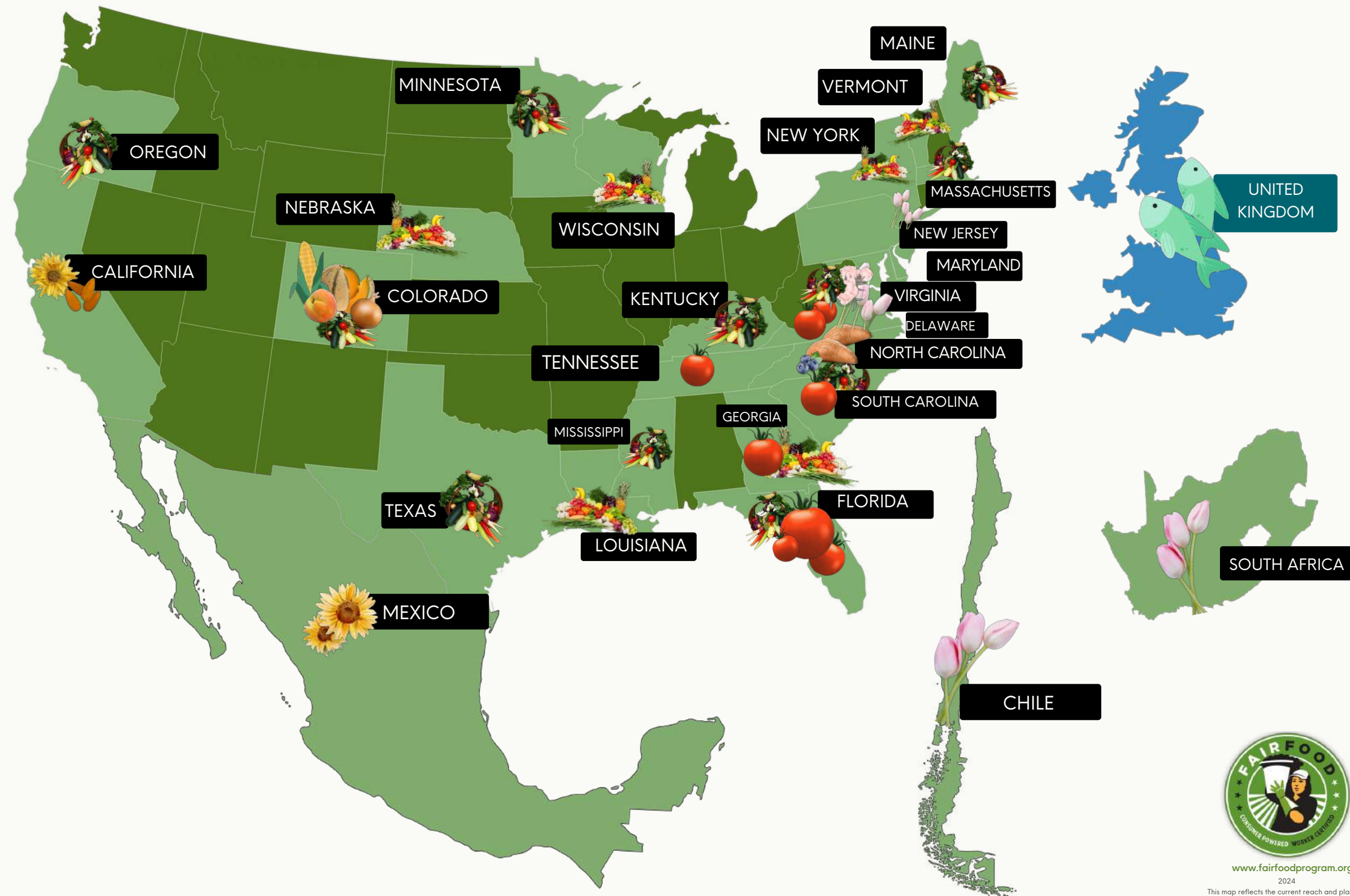




# DOMESTIC AND INTERNATIONAL EXPANSION

In 2024, driven by the recognition of the United States Department of Agriculture (USDA) of the FFP as 'the platinum level' in protecting the human rights of farm workers, the Fair Food Program will be implemented in many new crops across multiple states.

In 2023, with support from the Bureau of International Labor Affairs (ILAB) of the United States Department of Labor (USDOL), the FFP launched an international expansion pilot program in Chile and South Africa. The first certifications have been in the flower sector, with more expansions on the way.







# RECOGNITION



**Platinum level in human rights protections** for agricultural workers

**Farm Labor Stabilization and Protection Program, US Department of Agriculture (USDA)**

The Fair Food Program “is something every grower and food retailer should be a part of The program’s success is **absolutely undeniable**.”

**MIKE RIOS, FORMER REGIONAL AGRICULTURAL ENFORCEMENT COORDINATOR, US DEPARTMENT OF LABOR (US DOL)**

A “visionary strategy...with potential to **transform** workplace environments across the global supply chain”

**MACARTHUR FOUNDATION**



“An international **benchmark**” in fight against modern-day slavery

**UN SPECIAL RAPPOREUR ON HUMAN TRAFFICKING**

“14 businesses are part of the [Fair Food] Program; **many more should join**”

**NEW YORK TIMES EDITORIAL BOARD, ON COMBATTING SEXUAL HARASSMENT**



One of the “15 most important social-impact success stories of the past **century**”

**HARVARD BUSINESS REVIEW**



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[www.fairfoodprogram.org](http://www.fairfoodprogram.org)



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