

FSLN Coffee Chat: Successful Campaigns with Sonia Singh

[Food Chain Workers Alliance](#)

Wednesday, February 20, 2019

4pm -4:45pm EST

Zoom platform

Notes

Intros and Background

- The alliance is a coalition of organizations that spans all the sectors of the food chain, farmworkers to restaurants.
- Currently have 31 members that represent 340,000 workers.

What does it look like to have a food system where workers have control over and have dignified working conditions?

- Food Chain Workers Alliance Vision: The Food Chain Workers Alliance believes in a truly sustainable food system, one that can provide healthy and locally made food, and that has the potential to lift up communities, workers, and our shared environment. A food system that is democratically controlled by communities would produce food that everyone needs to lead productive lives. To encourage a vibrant and sustainable local economy, food enterprises should be cooperatively owned. Taken together, this would lead to jobs that have dignity, livable wages, and meaning for workers, and would create a food system that works for all.
- Currently looking at the power of procurement with institutions- campaigns to get a good food purchasing policy passed at an institution or by a city.
- Their members are working on all types of campaigns- min wage for restaurant workers, right to overtime, right for farmworkers to organize, VT- dairy workers trying to get Ben and Jerry's to sign on to an agreement.

What does intersectionality mean in the food system and the good food movement?

- Starts with convening food chain workers- helping them realize what work looks like across the food system. Leads to powerful alliances.
- Stepping back from the work helps to make connections- ex to environmental impacts of a pork plant, in addition to impacts on the workers.
- Good Food Purchasing Policy highlights all the ways the food system impacts us:
<https://goodfoodpurchasing.org/>
- Example of successful campaign of farmworkers to unionize and change from compensation by the piece to a \$15 min wage.

Question about how food policy councils and carry out their work as an organization that can't directly advocate for new policy.

- For GFPP related advocacy- contact the center for good food purchasing's point person for organizing.
- Sonia could connect to other partners in the area that have a base and could advocate.

Tools:

- A campaign works best when it is rooted in a long-term vision.
 - What are short and medium-term goals that can help us get there?
 - A campaign can be a mini-plan that works towards that short or medium-term goal.
- Each campaign has a beginning, middle and end. It will take numerous steps to get a mayor/leader to sign on to your policy.
- Vision, goals, and strategy should be developed in partnership with those who are affected most by the issues. People are going to get involved when the issue matters to them.
- Example strategy chart.
 - Who has the power to say yes, and what do they care about?
- Coalition building- when coalition members are housed at different organizations, can be difficult to align. **Learning** about each other's work can help to find a common goal.
- Message mapping- who are we trying to reach, what do they care about, how can we reach them?

What campaigns are you working on?

- Erica- <http://extension.missouri.edu/mocan/>
- Anne - GFPP - <http://www.denversfpc.com/policies>