



Farm Labor Organizing Committee, AFL-CIO  
Hasta La Victoria!

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## Call Reynolds Tobacco and Tell Them to Meet with FLOC



*Supporters deliver postcards to  
Reynolds American Headquarters  
in Winston-Salem, NC*

On Wednesday November 19th delegations all over the country took part in a day of action to present Reynolds executives and Board members with almost 6,000 postcards signed by supporters from throughout the US calling for CEO Susan Ivey to meet with FLOC and take part in improving the working conditions for thousands of tobacco workers in the South.

Delegations visited the headquarters of Reynolds American in Winston-Salem, NC and seven members of the board of directors. In Florida, California, New York, Ohio and Arizona supporters of FLOC and the National Farm Worker Ministry (NFWM) delivered copies of the thousands of postcards to directors. All other directors of Reynolds in the US received copies of the postcards by mail, as well.

### TAKE ACTION

#### Example Script for Phone Calls

Hi my name is \_\_\_\_\_ and I'm calling to request that you meet with the members of FLOC that harvest tobacco for Reynolds. While I realize that farmworkers are not employed directly by Reynolds, I know that your company has the ultimate responsibility to ensure safe and fair working conditions for the thousands of tobacco workers in your supply chain. You should know from the thousands of postcards you received from people like me that our support for farmworkers will continue. I urge you again to meet with FLOC. Thank you for your support.

#### Call Reynolds Tobacco and Tell Them to Meet With FLOC!

Call **336-741-5000** and ask to speak with Susan Ivey, CEO of Reynolds,  
or leave a voicemail after hours.

Baldemar Velásquez, President of FLOC, first requested a meeting with Ms. Ivey in July of 2007, which was declined. On November 14 2008, Mr. Velásquez, made a second request in a [letter](#) to Ms. Ivey to meet with him "to discuss the conditions of tobacco farm workers who harvest the tobacco used by your Company." Velásquez's letter further states that "on November 19, 2008, in support of my request for a meeting, you will be receiving thousands of post cards signed by Reynolds American 'stakeholders' from around the United States calling on you to meet with FLOC. I hope you will take the time to review these post cards and understand the concern for tobacco farm workers behind each signature."

[FLOC Summary of the Reynolds Campaign](#)

[Background on the Reynolds Campaign from NFWM](#)

Reynolds American CEO Susan Ivey has made a strong [statement](#) about the corporation's Corporate Responsibility Report. She states that as an objective of the company is to ensure that key suppliers comply with applicable laws and adhere to responsible practices. Farmworkers are employed directly by growers who contract with Reynolds and should be provided with necessary protections FLOC has already developed and implemented an innovative structure that ensures the conditions of field workers are just and fair, through these workers having a direct voice in their own affairs. As FLOC President Baldemar Velasquez notes, Reynolds' CEO and directors have a responsibility for the well-being of the company that as a part of the structure of our society goes beyond financial profits and includes the ethical, human, and community well-being... And the common good of all.

**For information about other recent actions and events, including our October 31st event, click [here](#).**

Questions or Comments? Email us at [reynoldscampaign@floc.com](mailto:reynoldscampaign@floc.com).