



FARM LABOR ORGANIZING COMMITTEE, AFL-CIO
1221 Broadway Street
Toledo, Ohio 43609
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www.floc.com

September 6, 2007

Susan Ivey
Reynolds American Inc.
401 North Main Street
Winston-Salem, NC 27102-2866

Dear Ms. Ivey,

I just wanted to express my disappointment in your company not wanting to meet with me over an issue that should be of paramount importance to you. One of your assistants, Ms. Ella Long communicated this to me yesterday.

Since Edward R. Murrow chronicled part of his "Harvest of Shame" in 1960, little has changed for the farm workers that cut the raw tobacco for your products in North Carolina. Indentured servitude, sub-minimum wages, corrupt crew leaders, extreme poverty, bootleg labor camps, heat stroke deaths and the list can go on and on. The nation has allowed this travesty to continue and with the exception of modest efforts from groups like FLOC, very little attention has been paid to some of America's hardest working people.

I sincerely believe that it would be in the interest of your company to reconsider meeting with us. I am aware of your good works and philanthropic heart and am counting with resolute faith that you would extend those sentiments to the very people at the bottom of your procurement system. Yes, we are a union of farm workers, but the heart of our mission is human rights and social justice. Our employers have to deal with us as a union, but everyone else who impacts the industry are engaged with us over the broader issues that create the total environment in which we function. The farm worker issues cannot be solved by any one party, not us, not the farmer (your supplier) or yourselves. By all of us investing in a collective effort, we can change the face of America on this issue and become a model of how an industry can indeed make a product in a humane way for all of its participants.

Thank you for taking the time to read these few lines and I do look forward to the day when we can sit down together and begin a dialogue over this very important issue.

Hasta La Victoria!

Baldemar Velasquez
President, FLOC

Cc: Daniel Delen R.J. Reynolds