



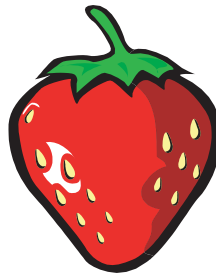
## United Farm Workers of America, AFL-CIO

### NOW THERE IS A UNION STRAWBERRY!

On March 8, 2001, the United Farm workers of America reached an historic milestone by signing a three year contract with the largest grower of strawberries in the United States, Coastal Berry Company.

Strawberry workers have worked long and hard to earn this union contract. The workers at Coastal Berry covered by the new contract are among the best-paid and best-protected strawberry workers in the industry.

The agreement allows for health insurance, dental coverage and life insurance. It also establishes a griev-



ance and arbitration procedure and provides protections from unjust firings.

Consumers who champion the UFW now have an opportunity to help farm workers by purchasing Coastal Berry brand strawberries.

We appeal to all those who care about justice for farm workers to ask for Coastal Berry Strawberries in stores, hotels and restaurants.

Look for this brand in your local stores:



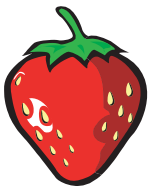
Visit the Coastal Berry website and learn more about the company and products:

[www.coastalberry.com](http://www.coastalberry.com)

Please visit the United Farm Workers website to learn where you can purchase Coastal strawberries and how you can help farm workers:

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

Dear Produce Manager,



I am a supporter of the United Farm Workers and a strawberry consumer. I am aware that the largest grower of fresh strawberries in the United States, now uses UFW union labor. Coastal Berry's employees are among the best-paid and best-protected strawberry workers in the industry. I ask that you please carry Coastal Berry strawberries in your store.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_

