



# THE FAIR FOOD SPONSOR PROGRAM

The Coalition of Immokalee Workers' Fair Food Program is a unique partnership among farmers (Participating Growers), farmworkers, and retail food companies (Participating Buyers) that works to eliminate modern-day slavery, sexual assault, verbal and physical abuse, systemic wage theft, and other dangerous working conditions.

The **FFP Sponsor Program** was created as a response to the expressed desire of smaller retailers and coops who are aligned with the values and mission of the Fair Food Program, but who do not have the market power of the Participating Buyers to influence grower operations. Through the Fair Food Sponsor Program, we are building a community of coops, small grocery stores, restaurants, and chefs who are ready to make a meaningful commitment to expanding this proven, worker-driven model of social responsibility in agriculture.

Sponsors become official partners in the Program, and make three core commitments:

Making an annual support payment to the Fair Food Program based on a sliding scale. This fund is split between the Fair Food Program bonus that goes to farmworkers, and the comprehensive, independent monitoring of the Program through the Fair Food Standards Council.

Educating their customers about the Fair Food Program through the announcement of the partnership and materials and/or signage. Sponsors will also be featured on the Fair Food Program website as an official partner.

For stores and coops, making an effort to source Fair Food Program produce if it is available to them from their distributors (and in the rare case that a farm is suspended from the Program, to suspend sourcing from that farm, too).

Together, these commitments form the basis of a meaningful partnership that helps the Fair Food Program expand to more farms and cover the millions of farmworkers who need these protections.

## WHAT ARE THE BENEFITS OF SPONSORSHIP?

**Sponsors become official partners of the Fair Food Program** and are featured in our communications, including on a dedicated page of our new Fair Food Program website. When a Sponsor joins the Program, the Fair Food Program will collaborate to create a press release/website announcement, social media, and digital files for materials (e.g., postcards, flyers, web banners, etc.) that are co-branded and used to educate the Sponsor's members/customers about the partnership. This helps build consumer connection to the Sponsor, and also to the Fair Food Program—connection that is critical for the Program, which likely would not exist, or continue to expand, without years of vocal consumer demand for Fair Food from the large retailers with the power to change conditions in their supply chains.

**This partnership augments the Sponsor's existing commitments to ethical food and provides value to members/customers who are increasingly aware of (and demand) fair working conditions as part of the considerations for the purchasing decisions.** Sponsors can confidently communicate with their customers that, as official partners, they are supportive of the mission and vision of the Fair Food Program. The FFP is the most rigorous, effective certification program available in U.S. agriculture because it is worker-driven and enforced by binding legal agreements. The Program is monitored and audited by the independent Fair Food Standards Council, which has earned a reputation as fair, thorough, and prompt—and, importantly and unlike other social auditors, does not accept any fees from the farms it audits, avoiding the scourge of pay-to-play and conflict-of-interest. Customers can be assured that the Sponsor has committed to supporting a Program that works.

Finally, in addition to the marketing benefits described above, **the Sponsor program is one of the most concrete ways that an ethical food business without massive market power can put in the work to transform our food systems.** Using its assets of community roots, along with a meaningful financial commitment to the Fair Food Program Sponsor Trust (which is split between farmworker paychecks and the 24/7, trilingual monitoring operation), Sponsors are directly enhancing the Fair Food Program's ability to enroll new growers, alleviate farmworker poverty, and introduce new consumer allies to the Program.

## DO WE NEED TO SELL FAIR FOOD PRODUCE?

What is empowering about the Fair Food Sponsor Program is that it is accessible to small businesses even if they are not able to procure Fair Food Program produce yet. Your Sponsorship contribution still reaches workers and their families and still helps us sustain our work to expand to new farms. Further, your commitment to using your platforms to educate your customers about the Program helps us build awareness and demand so that we can expand to your area.

For coops and grocery stores that can do so, however, we ask that you make an effort to source Fair Food Program produce from your suppliers. You can see if you already sell Fair Food produce by checking the Fair Food Program website for "Participating Growers," or asking your wholesaler to check. If you do sell FFP produce, signing the Sponsor agreement also allows you to market the produce with the official Fair Food Program label!

## WHAT'S THE FIRST STEP?

Email [sponsors@fairfoodprogram.org](mailto:sponsors@fairfoodprogram.org) to learn more about the Fair Food Program and to sign up for the Fair Food Sponsor Program.