During NFAW (March 24-31), many people learned about the history of farmworkers, the current living and working conditions and ways they can get involved in the farmworker movement. SAF would like to recognize the dedication and work of the 49 official partners who helped to make the national week of awareness a success. Together we coordinated over 369 events and reached over 32,000 allies! We reached an additional 4,000 with social media posts and thousands of people including farmworkers watched the César Chávez movie on opening weekend across the country!

This year’s events and actions took many shapes and forms, including: actions and tours in support of the Fair Food Program, César Chávez blood drives, city proclamations, dance/dinner celebrations, days of service, film screenings & discussions, fundraisers, information displays, info-grams in cafeterias, speakers, lectures, long-sleeve shirt drives, marches, news articles, panel discussions, petitions, photo exhibitions, pilgrimages, presentations, and TV news reports. Social media outlets were also very active with a meme contest, Instagram challenge, blog posts, photos and art. See a short video with images from the events and actions on YouTube: National Farmworker Awareness Week #NFAW2014.

Our daily theme messages for each day of the week were depicted by images taken by SAF interns and fellows in partnership with farmworkers across the Southeast. Each theme brought awareness about the different issues farmworkers face such as pesticides, separation of families, worker rights and education among others. Check out the messages at saf-unite.org/content/2014-messages.

“It is important to celebrate farmworkers because of the many benefits they provide to us. The work they do is very dangerous and underpaid, we need to remember we take from farm labor each time we eat and ask ourselves, ‘What do we give back?’” — Miguel Velez, AFOP

www.farmworkerawareness.org
Facebook: Farmworker Awareness Week     Instagram: @farmworkerawareness
Why is it important to celebrate NFAW?

“We benefit from the labor of farmworkers every day. They deserve our recognition, and it is our responsibility to raise awareness about the difficulties and exploitation that they face on a regular basis,” — Evan Benz, UNC-Chapel Hill

“To acknowledge the immense work that this population does for this nation,” — Glen Galindo, National César Chávez Blood Drive Challenge

“Because theirs are the hands that feed us,”
— Devika Ghai, PANNA

“No farmworkers = No food,”
— Ben Ranz, Puente de la Costa Sur

“They are the labor behind what we eat everyday! Farmworkers are the backbone to the US agricultural system and are often overlooked when discussing food justice. It is important to celebrate farmworkers because they have, and continue, to sustain us with little to no recognition. We need to show them our support and continue to stand in solidarity for farmworker rights,”
— Nico Gumbs, YAYA-NFWM

NFAW took place at the perfect time to generate public comment to the EPA around better Worker Protection Standards. The meme and comment contest by Toxic Free NC focused on raising the minimum age for applying pesticides. 30 people submitted comments and 100 people signed the petition.

NFAW 2014 Poster

This year we had a beautiful poster painted by Mazatl from Just Seeds Artists' Cooperative! The image was created in 2013 after Mazatl met with farmworkers from the Coalition of Immokalee Workers in Florida and a group of cultural workers as they were preparing to embark on a 200 mile march from Fort Meyers to Lakeland, Florida, that lasted for two weeks. This image is the fruit of the collaboration with the CIW.

The image is of an immigrant farmworker in the tomato fields of Florida, and in her bucket she carries a new day for farmworkers that is being constructed through organizing. All our NFAW partners and supporters want FARMWORKER JUSTICE and that is why we love the meaning and the beauty of this image!

Congratulations to our Instagram Challenge Winner Rachel Wright!

The release of the César Chávez film during NFAW was definitely a highlight this year! All our NFAW partners collaborated to help turn out people to the theaters during opening weekend, including farmworkers.

For more info contact: Yazmin Garcia Rico, National Organizer, Student Action with Farmworkers, 919-660-3674