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Prototype vehicles shown with options. Production model may vary. Prius v coming fall 2011. Prius Plug-in and c-Concept coming spring 2012.

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Chipotle Refusing to Sign Agreement Protecting Farm Workers



Sami Grover
Business / Corporate Responsibility
March 26, 2012

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Perennial Plate/Video screen capture

From channeling Willie Nelson to [highlight the plight of small farmers](#) to taking big steps by [choosing grass-fed meat](#), there's a lot to like about the rapidly growing fast food giant [Chipotle](#) (including the ease of ordering meat- and dairy-free meals of your own design). But, according to labor rights activists, there's a rather large elephant in the room, and it's tomato-shaped.

Despite its active support of factory farm reform, Chipotle is being singled out for its refusal to sign up to the Campaign for Fair Food—an initiative by the [Coalition of Immokalee Workers](#) (CIW) aiming to combat the worst cases of labor abuse on American tomato plantations which has won over support from corporate giants including McDonalds and Trader Joe's.

From a pay increase funded through a penny-a-pound price premium paid by participating buyers (like McDonalds); through a zero tolerance for child labor and slavery; to more robust systems for reporting and investigating worker complaints, this is hardly the stuff of radical revolution. So it will be interesting to see whether mounting pressure from activists results in a shift in Chipotle's position.

The controversy recently escalated into an interesting exchange on Twitter when the company's communications Director Chris Arnold found himself put on the spot at the [Edible Institute 2012](#) conference:

Chris Arnold
@ChipotleMedia

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Doing the public speaking thing this morning on a panel @edi2012.

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And there it is... @Barry_Estabrook just tackled elephant in room. Brought up question of why @ChipotleMedia hasn't signed w/ @ciw #edi2012

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"i used to eat at @Chipotle and now dont because of their refusal to work with @ciw"
@perennialplate #edi2012 cc @ChipotleMedia

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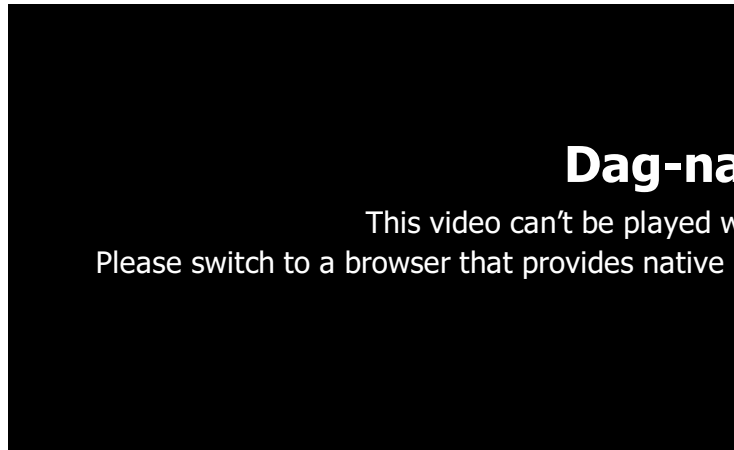
Turns out @ChipotleTweets and @chiptolemedia are really really nice... doesn't mean they shouldn't sign with @ciw to ensure worker's rights

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Unfortunately for Chipotle, the last two contributors to that exchange were Daniel and Mirra of the Perennial Plate—whose videos on everything from [the sustainability of mullet](#) to [trapping and killing feral pigs](#) have garnered a huge online following.

Their latest video explores why agreements like CIW's Fair Food Pledge matter. I guess it's one more reason to buy local and in season. (Mirra also notes in her blog post [about Chipotle's tomato problem](#) that the tomatoes are picked green and gassed to get them ripe.)



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 **Jessie : Improved**

Does anyone know *why* Chipotle is not signing? Given the company's history, I doubt it's purely profit driven. I'd like to hear their side of the story.

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 **Sami Grover**

Hey Jessie,

I have an email in to Chipotle's media center - I am planning on posting a follow up to this story.

More to follow.
Sami

[1 day ago](#) [in reply to Jessie : Improved](#)

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 **b smart**

don't look for a business to always do good. the point of a company is to many money not good

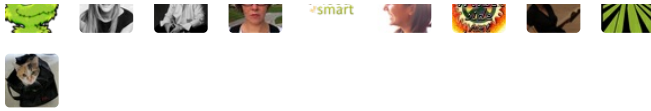
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