Who picked the food you eat? Too often in the conversation about food justice, we focus on the product rather than the worker. We clean up supply chains and make good choices when we go to the grocery store. But as a rabbi, I know that is not my tomato or banana that is created in the image of God: it is the person who picked that product. Fighting for food justice means ensuring the human rights and wages of agricultural workers, and doing so in a way that places the needs, dignity, and expertise of the workers at the head of the table.

My organization, T’ruah: the Rabbinic Call for Human Rights is privileged to be the Jewish ally of the Coalition of Immokalee Workers’ (CIW), based near Fort Myers, FL. Many of us are familiar with their Campaign for Fair Food, in which major corporations are persuaded to pay one penny more per pound for Florida tomatoes (which goes directly to farmworkers) and only buy from growers who have committed to a binding human rights code of conduct in the fields. To date, 12 corporations—including Walmart, McDonald’s, and Whole Foods—have signed on.

But many of us are not aware of the dramatic changes that have been happening for Florida farmworkers since late 2010, when the Fair Food Program began to be implemented in more than 90% of Florida’s tomato fields. Today, for Florida tomato workers, a new world of k’vod habriot, human dignity, is being built, as human rights are written into the very fabric of an industry once known for punishing conditions: wage theft, violence, sexual harassment. Suddenly, an industry once called “ground zero” for human trafficking in America has had no slavery cases in three years—even with increased oversight—making it the most successful slavery prevention program in the country. More than $15 million—a lot of pennies per pound!—have been given to workers, raising wages and making tangible changes in people’s lives. The FFP was in April heralded on the front page of the New York Times as “the best workplace-monitoring program... in the U.S.” It is an unparalleled, worker-led system of accountability, transparency, and enforcement. This is food justice in action.

Why is it so critical for all of us, as consumers, as people of faith, to join a story already producing profound change? Because the historic successes flourishing in tomato fields won’t be strengthened and expanded to workers in other crops and states unless more corporations commit to these changes. Their neglect is not benign. It means that there continues to be a market for produce harvested in fields where the basic human dignity of workers—the recognition of their creation in the image of God—is not respected. Joining the Fair Food Program is not just about good business for corporations like Wendy’s, Publix, Ahold, and Kroger’s. It is a moral imperative. And as investors and activists, it is our obligation to hold corporations to that imperative.

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