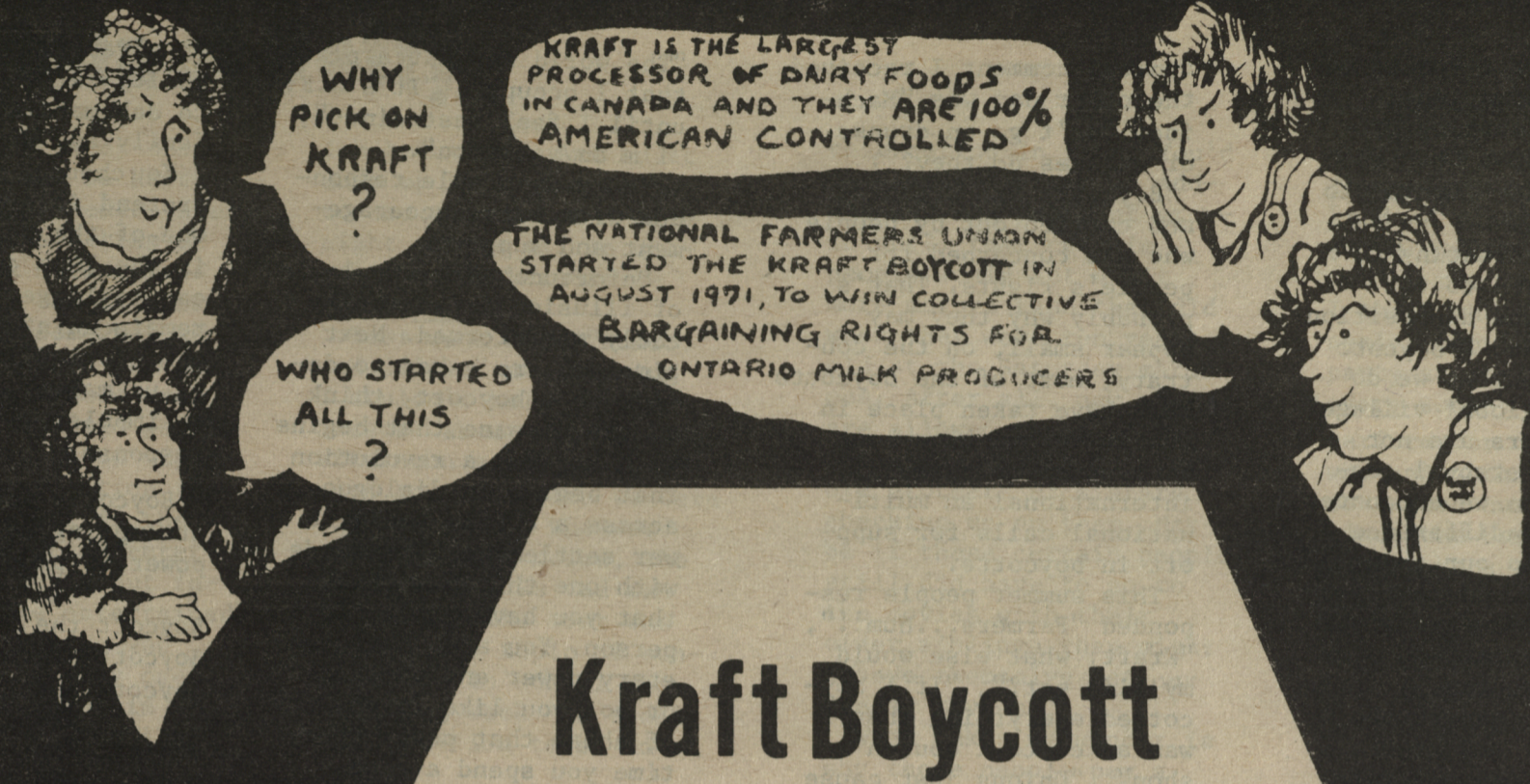


Kaleidoscope



Kraft Boycott

The Kraft Boycott began as part of National Farmer's Union campaign to obtain collective bargaining rights for Ontario Dairy Farmers. It is now a symbol of huge corporations' control of the quality of food we eat and an example of another American Company buying out and controlling another Canadian industry. Kraft is 100% American controlled.

In July 1971, National Farmers Union attempted to meet with large Dairy Processors in Ontario to discuss the matter of negotiating a milk price. Borden and Carnation both agreed to meet with us - Kraft refused. With the government doing nothing to help rectify the situation, the National Farmers Union started the Kraft Boycott in August, 1971.

The aim of the Kraft Boycott is two-fold; first, to show people there is not any recognition of farmer's rights to bargain with those to whom they sell their products; secondly, to show consumers they are at the mercy of the food corporation.

Kraft dominates North American cheese market. From a near monopoly position it controls the price paid to the producer

and the price paid by the consumer.

In 1970 Kraft profits were 82 million dollars and they spent 68 million dollars on advertising.

A little over a year ago Kraft was fined \$5,000 for false advertising and the judge stated that Kraft "treated Canadians like imbeciles".

Quotes from Ralph Nader's study group report on the Food and Drug Administration in U.S.-

The Chemical Feast: Page 85..."one Food and Drug Administration official believes that Kraft has been responsible for a major decline in the quality of cheese made in the U.S.A. but the agency can do nothing about it in spite of various cheese standards."

Page 129..."three of the most important loopholes in the (American) law were the "distinctive name" provision, the failure to require an indication of quality on labels and the failure to require the food products clearly identify their contents on labels. The distinctive name provision in the 1906 Act meant that if a manufacturer was clever enough to think up a distinctive designation for his product, it would not have to meet standards for similar products under law. One such item was Kraft's Miracle Whip, which appeared to be a salad dressing but did not have

to meet dressing standards because it was designated as a "whip". Kraft and Borden use the distinctive name clause of the law to escape requirements for process cheese. These cheeses gave Kraft and Borden a way of using up unsalable cheeses. The low quality, hard and mold cheese that the public will not buy can be conditioned, ground up, heated and combined with salt, water and an emulsifying agent then poured into packages ready for sale. Velveeta and Borden's Chateau were similar to process cheeses and avoided standardization..."

Here on Prince Edward Island it was this past spring before we really started any serious action. In June there was an informational picket held at Towers store with members of N.F.U., labour union members and members of the student body participating. Again in September another picketing action was held at K-Mart and at Ellis Brothers. Both were considered successful and well received. Many people stated they were already boycotting Kraft products and many people expressed concern with the fact that their food costs were soaring; yet, they realized it was not the farmer who was receiving the increased profit. Many pieces of literature were distributed at both actions.

The Kraft Boycott is now placing emphasis on rural-urban alliance which can lead to a deeper understanding of the problem faced by both urban and rural people.

We are planning another informational picket in the near future but as yet have not decided on a definite date or location. We will be holding a meeting at Research Station on Monday, September 30, 1974 at 8:30 p.m.

WHAT CAN YOU DO?

- 1) Do not buy Kraft Products.
- 2) Ask your parents and friends not to buy Kraft Products.
- 3) Get further information on Kraft and the alternatives to Kraft products. There are alternatives available.
- 4) Ask your grocer to try to obtain alternatives to Kraft products if he does not already have them on his shelves.
- 5) Tell your grocery store manager you are boycotting Kraft products.
- 6) Help us in our informational picketing actions

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Kraft Boycott

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