



ArchivesSpace

# **Guide to the UFW Canadian Boycott: Toronto Office Audio-Visual Collection LAV002473**

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This finding aid was produced using ArchivesSpace on July 08, 2016.

English

Describing Archives: A Content Standard

Walter P. Reuther Library

5401 Cass Avenue

Detroit, MI 48202

URL: <http://reuther.wayne.edu>

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## Summary Information

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<b>Repository:</b>	Walter P. Reuther Library
<b>Creator:</b>	United Farm Workers. Toronto Boycott Office
<b>Title:</b>	UFW Canadian Boycott: Toronto Office Audio-Visual Collection
<b>ID:</b>	LAV002473
<b>Date [inclusive]:</b>	1973-1978
<b>Physical Description:</b>	1 Linear Feet (1 OS)
<b>Physical Location:</b>	3W-D-8(2)
<b>Language of the Material:</b>	English
<b>Language of the Material:</b>	Material entirely in English.
<b>Abstract:</b>	One of the largest boycott offices in Canada was located in Toronto. Coordinated by Bill Masterson, Jessica Govea, Marshall Ganz and others, the Toronto boycott staff and volunteers, including church and student groups, led a successful campaign against the sale and shipment of non-union grapes in Canada.

### Citation Style

"UFW Canadian Boycott: Toronto Office Audio-Visual Collection, Box [#], Folder [#], Walter P. Reuther Library, Archives of Labor and Urban Affairs, Wayne State University"

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## History

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The UFW Canadian Boycott was part of a series of U.S. nation-wide boycotts that the United Farm Workers spearheaded during the mid 1960s and 1970s. These boycotts alerted the national consumer of the grape and lettuce strikes that had erupted in California, Texas, Arizona and other states. The main duties of the Toronto Boycott office were to enlist support for the striking farm workers by soliciting donations, spreading information and organizing marches and rallies. Boycott activities were focused

mainly in the Toronto area, however there were coordinated activities in cities in other Canadian provinces.

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## Scope and Content

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The audio-visual collection consists of a number of posters, bumper stickers, audio tapes and a few photographs that document UFW activities in Toronto during the time of the UFW Grape Boycott in the 1970s.

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## Arrangement

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Folders are grouped by format.

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## Administrative Information

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### Publication Statement

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### Acquisition

The audio-visual collection was placed in the Archives of Labor and Urban Affairs in 1977.

### Processing History

Processed and finding aid written by Kathy Schmeling on July 1, 2016.

## Access

Collection is open for research. Patrons must make an appointment with the AV Department prior to visiting

## Use

Refer to the Walter P. Reuther Library "Rules for Use of Archival Materials." For audio or image reproduction, contact the Audio Visual Department.

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## Related Materials

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### Related Materials

UFW Canadian Boycott: Toronto Office Records, UFW Canadian Boycott: Montreal Office Records, UFW Canadian Boycott: Winnipeg Office Records

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## Controlled Access Headings

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- Agricultural laborers
- Migrant agricultural laborers
- Boycotts
- United Farm Workers. Toronto Boycott Office

**Box 1**

- 1 "We are Silent That We May be Heard" rally, Color Photos (3), 1976
- 2 Grapes, Lakeshore and Cawthra Dominion, Black and White Photos (3), Dec 1974
- 3 Boycott Grapes and Gallo, Mechanization, Bumper stickers, c. 1970s
- 4 "Celebrate & Donate with the Farm Workers," Hand-made Poster, 18 Dec
- 5 "Don't Destroy Farmworkers' Jobs and their Dignity" Teamster Farmworkers, Black and White Poster, undated
- 6 "Fighting For Our Lives" Maine Film Premiere, Poster, 06 July
- 7 "The UFW Has a Few Empty Beds to Fill...With Early Risers," Black and White Poster, undated
- 8 Sun-Maid Boycott Rally, Color Slides, Winter, 1976
- 9 Rally at City Hall Square, Queen's Park, Color Slides, Sep 1974
- 10 Store checks for grapes, Color Slides, August 1974
- 11 "Vigil for Justice" "Justice for Grapes" "Churches Support the Boycott," Marches and demonstrations, Color Slides, 1974
- 12 Safeway Boycott Rally at City Hall Square, Queen's Park, Color Slides, 1974
- 13 Cesar Chavez speaking; picket lines, Color Slides, 1974
- 14 Demonstrations and Marchers; Street Scenes, Color Slides, 1974
- 15 Chavez speaking at rally, Dominion headquarters, Color Slides, 1974
- 16 Grapes sold in markets; demonstrations, Color Slides, 1970, 1974
- 17 Information on Hazards of Pesticides, Color Slides, 1974
- 17 Dominion stores, false advertising, Color Slides, 1974
- 18 Fred Ross Training, Toronto, 15 Cassette Tapes, 1974
- 19 Training Sessions with Ned, Mike and Roberta, Cassette Tape, 1976-1977
- 20 "Education: Talks from Farm Workers..." Cassette Tape, undated
- 21 "UFW Slide Show, Cassette tape, 1974
- 22 Cesar's speeches in Buffalo, Dominion, *Fighting For Our Lives* premier, Cassette Tape, undated
- 23 Debate between Josephine Garcia and Jessica Govea, Cassette Tape, 1974
- 24 Migrant history, Cassette Tape, undated
- 25 Josephine Garcia and Cesar Chavez, Cassette Tapes, undated (2)
- 26 Staff meeting in Aurora, Cassette Tapes, Feb 1975 (5)
- 27 "Grape and Lettuce Show: The Lettuce and Grape Boycott and Christian Concern," Reel-to-Reel, undated