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UNIVERSITY

Coca-Cola faces campus boycott South African tensions arise

By Jeremy Kemp
Emerald Contributor

The Black Student Union is trying to support black South Africans by boycotting Coca-Cola.

"Coke is supporting crimes against humanity and human dignity," said Eric Ward, assistant director for BSU. "Coke pays the South African government \$30 million in taxes and the company receives 80 percent of the profits from the sale of their products in South Africa."

BSU will give taste tests today to students who want to know about Coke's supposed presence in South Africa and in campus cafeterias. The taste test booth will be outside the EMU Fishbowl starting at 10 a.m. today.

"They moved their offices to Swaziland, but they are still getting profit from their trademark and bottling plants," Ward said. "Coke's activities in South Africa are symbolic of the problems with disinvestment in South Africa."

BSU is concerned about the recent switch from Pepsi to

Coke by the purchasing agent of the Oregon State Board of Higher Education.

"Allowing Coke on campus is a strong message to students of color," Ward said. "It's interesting that the University has a supposed commitment to human dignity and diversity and they still allow Coke on campus."

Ward said other campuses which have attempted to cancel contracts with Coke have been taken to court.

"The people at Coke are smiling, but they are very nasty when groups confront them on these issues," he said.

University Housing Director Marjory Ramey said the ordering decision for the cafeteria is out of their hands.

"It's a straight business transaction," she said. "We work through a state purchasing agent who orders for the whole state of Oregon. The purchasing agent takes the lowest bid. It's not a political decision."

Jody Watts, Purchasing Agent for University Food Services, said the bid will be up for review at the end of one year.



Graphic by Michael Russell

"The food service office will suggest whether or not to continue Coke's contract after the first year," she said. The final decision whether or not to go with Coke will be made in Salem.

University President Myles Brand is apparently unaware of the controversy involving BSU, Coke and the OSSHE purchasing agent.

"No one from the Black Student Union has contacted us concerning this issue," Alison Baker, the president's executive assistant said. "I've heard that Coke is supporting a number of black colleges in Atlanta."

Baker said BSU should contact the president to look into the change from Pepsi to Coke.

"If there is a humanitarian reason why Coke shouldn't be served by the University, then the president will certainly look into it," she said.

A tape at Coke's consumer hot line (800) 438-2653 said Coca-Cola is "The world's favorite soft drink."

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