

**SECTION
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**PORTLAND
OBSERVADOR**



See "Through our own eyes" on page C3.

Dolores Huerta heartens striking farmworkers

The former church that serves as the headquarters of Oregon's farm worker labor union movement in Woodburn was filled with cries of "Viva Cesar Chavez", "Viva la Huelga" and "Abajo NORPAC" on Sunday October 6. Dolores Huerta, the diminutive woman with the heart of a lion and forty years of front-line organizing experience under her belt spoke to an enthusiastic crowd gathered to honor the memory of the late Cipriano Ferrel.

Mr. Ferrel, who passed away last year, was the revered leader of PCUN, or the Northwest Treeplanters and Farmworkers Union (*Pineros y Campesinos Unidos del Noroeste*). Born into a farmworker family in Delano, California, he dedicated his life to permanently improving working and living conditions for *campesinos*. Mr. Ferrel worked with Ms Huerta and Cesar Chavez in the table grape boycott campaign from 1972 to 1975.

FARMWORKERS LACK BASIC RIGHTS

PCUN has been working to help farmworkers gain the rights to organize and negotiate for better working and living conditions. Unlike most workers, farm workers have been systematically excluded over the years from local, state and federal labor legislation and thus have no vehicle or means with which to bargain with employers.

Ms Huerta was a key co-founder of the United Farmworkers of America, AFL-CIO, along with the legendary Cesar Chavez, and her presence here in Oregon underscored the fact that the farmworkers' struggle for recognition and basic bargaining rights is still going on.

FARMWORKERS CONTINUE TO STRIKE

Farmworkers in the Willamette Valley

strawberry industry staged 24 work stoppages this past summer alone trying to win the right to organize and negotiate, and to win wage increases of 2 to 4 cents a box. Pay in the Oregon strawberry industry has been stagnant for ten years.



UFW MADE HISTORY

The United Farm Workers Union was born in Delano, California in the 1960s as Cesar Chavez organized a nationwide boycott of table grapes that lasted three years and led to the first labor union contract for farmworkers in the nation's history.

WORKING CONDITIONS ARE DEPLORABLE

The goals of farmworkers and union organizers are to establish the rights of farmworkers to organize and negotiate for better working and living conditions, rights that are now taken for granted in most other industries, and to gain protection from the use of pesticides, some of which are carcinogenic. Growers apply 110 tons of 33 different chemicals to the strawberry crop alone, and farm workers receive neither protection from exposure nor health benefits.

BOYCOTT TO THE NEGOTIATING TABLE

PCUN organizers have asked consumers to boycott NORPAC, Steinfeld's and Wholesale and Hearty (Gardenburger) products.

NORPAC distributes its products primarily under the "FLAV-R-PAC" and "Santiam" labels. Kraemer Farms is also a target of the campaign. Striking farmworkers are asking consumers to write to these companies and urge them to negotiate with the workers regarding living and working conditions. So far, the companies have refused to do so.

PUBLIC SUPPORT IS VITAL-BOYCOTT

Boycott strategies are of vital importance to farm worker movements because their picket lines are so far removed from public view. Isolated even further by language, poverty and the tactics of agribusiness, farm workers depend upon the ultimate consumers of their products to exert the pressure required to reform unfair labor practices.

Ultimately, the power to change the living and working conditions of farm workers rests in the kitchens of our cities and suburbs. The table grape boycott forced growers to recognize the rights of farmworkers to organize, but lax or weak enforcement of laws, the huge political contributions of wealthy growers, and the opposition of the agribusiness industry continue to create the necessity for farmworkers to strike and call for boycotts simply to win basic rights.

Workers are often paid less than the minimum wage, and opportunities for advancement are reduced by cronyism and tactics of moving workers from place to place to eliminate seniority and hinder organizing efforts.

PCUN organizers note that agribusiness negotiates routinely with other labor unions, but deny the same collective bargaining rights to farm workers.

**October 12 is
NATIONAL
DIA DE
LA RAZA**

See *Observando*, page C3.



Large Moche Polychrome jar in the shape of a standing warrior, Northern Peru; Moche III-IV, circa 200-400 A.D. The warrior class played a vital role in Moche society similar to that of the European Medieval knight. Distinctive garb included an ornamental short tunic, a wide collar over shoulders and chest, and a casque-shaped or flat helmet for protection when battling with clubs.

Photo Credit Abante Fine Arts



Hacienda Community Development Corporation Board Members accept the 1996 Portland Observador Community Betterment Award at the Hispanic Metropolitan Chamber of Commerce's Fiesta at Nike World Headquarters. (from left) Luis Arvizu, Mary Lucero, Dan Lucero, Gil Rodriguez, Sean Cruz.

Welcome to the Portland Observador

Bienvenida al Portland Observador

Read! Learn! Act!

Léalo! Apréndalo! Hazlo!

The Observador is designed to address the interests of Portland's growing and vital Hispanic communities, and will appear in The Observer every other week. Some portions of the newspaper will be published in a bilingual format. Spanish-language text will appear in grey-shaded sections.

Highlights

Among the highlights of our first Observador was the bestowing of the first annual Portland Observador Community Betterment Award, intended to recognize a person or organization that during the previous year benefited the Hispanic community in some singular way. The award will be presented each year in the future during Hispanic Heritage Month.

Hacienda CDC was the winner

The Hacienda Community Development Corporation was our inaugural winner, honored for their stellar work at the Villa de Clara Vista, located at 6706 NE Killingsworth Street. We had the pleasure of presenting the Community Betterment Award at the Hispanic Metropolitan Chamber of Commerce meeting Tuesday night at the Nike campus.

This issue of The Observador will contain articles that are not necessarily Hispanic, but are of vital interest to the Hispanic communities.

Este sección se aparecerá en El Observer cada otra semana. Algunas porciones del periódico estar imprimido en una forma bilingüe. Texto en Español se aparecerá en secciones grisáceos.

Puntos destacados

Entre de los puntos más destacados de nuestro primero Observador estuvo el primero anual Portland Observador Galdón de Mejora del Comunidad. Este premio prestigioso la honra una persona o organización lo que ha mejorado la comunidad Hispano durante del año previo en alguno modo singular, y lo presentará cada año en el futuro durante del Mes Herencia Hispano.

Hacienda CDC fue ganador

El Hacienda Community Development Corporation fue nuestro primero ganador, se ha honrado por su trabajo estelar por la Villa de Clara Vista, 6706 NE Killingsworth Street. Hacienda CDC le aceptó el Galdón de Mejora del Comunidad durante de la reunión del Cámara de Comercio Hispano, 24 de Septiembre. Este edición de The Observador los incluirá artículos que no necesariamente están Hispano, pero los están de interés indispensable a los comunidades Hispanos.

Mexican Congress approves anti-Helms-Burton law

On Tuesday approved by 317-to-1 a so-called "antidote" to the U.S. anti-Cuba law known as Helms-Burton, ratifying a similar vote by the Mexican Senate on September 19.

The new Mexican law will fine Mexican companies that allow themselves to be sanctioned by the U.S. Helms-Burton law, which seeks to discourage investment in Cuba.

Mexico, along with other U.S. allies like Canada and the European Union, condemned Helms-Burton as a violation of international law because it sought to punish third countries investing in the Communist-ruled island.

Mexico was particularly sensitive to any perception that the United States was meddling in the affairs of its Latin American neighbours.

Helms-Burton allowed U.S. firms to sue foreign companies that "traffic" in properties confiscated by Cuba after Fidel Castro came to power 37 years ago.

U.S. officials said there were only a handful of companies worldwide in that category.

The Mexican consortium Grupo Domos, which planned to operate telephone service in Cuba, was identified as one of those companies.

Under the law approved on Tuesday, Mexican companies would be fined the equivalent of 100,000 days of the minimum wage for submitting to any sanctions from foreign companies, or about \$300,000 at present.

The law applied to any foreign country, but was written in direct response to the United States and its Helms-Burton law.

Mexican companies would be fined about \$150,000 for providing information about themselves to U.S. courts in cases related to Helms-Burton, and would be fined about \$3,000 for failing to inform the Mexican foreign ministry that they are being targeted for sanctions by the U.S. law.