

# Local

CF Demonstrations RP 4/12/71 p.1

## Pillsbury official says boycott nothing new

A spokesman for Pillsbury-Green Giant said that a boycott of the company announced yesterday in Watsonville is "a new dress for something that's been going on for awhile."

A coalition of some of the recently laid-off Pillsbury-Green Giant workers, labor, church and environmental groups is asking consumers not to buy Pillsbury dough products or Green Giant frozen vegetables.

It is also asking people to boycott Burger King and Haagen-Daz → two other subsidiaries of Pillsbury's parent company, Grand Metropolitan.

Terry Thompson, vice president in charge of public relations at Pillsbury headquarters in Minneapolis, said the coalition had as much as called for such a boycott a number of times, through picketing and leaflets.

Thompson pointed out that Teamsters Local 912, which represents the laid-off workers and the more than 150 workers still on the job at the Green Giant plant, is not taking part in the boycott campaign.

"We thought it was significant that the union did not participate," Thompson said. He called

the coalition's boycott "non-productive."

"We think the emphasis should be on the future — the training program, helping the laid-off workers find new careers and certainly modernizing the plant in Watsonville as a key West Coast facility for the future," he said.

Thompson said he wouldn't have any comment on the coalition's demands.

These include restoration of jobs to the more than 300 laid-off workers, or extension of severance benefits for three years; higher pay for workers at the company's Irapuato, Mexico, plant and the right to organize a union there; and a substantial contribution to a water treatment system in Irapuato.

The company is already taking steps to make the effluent at its Irapuato plant entirely free of contaminants, Thompson said.

"We don't pollute, but the overall sewage system in Irapuato is not what we'd like it to be," he said. "We feel we can have a role in improving it over time."

— Susanna Heckman