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Stop Killer Coke!

Death squads have assassinated eight trade union leaders in Coca-Cola bottling plants in Colombia. The Stop Killer Coke campaign holds the beverage giant responsible.

MADELEINE BARAN

On the morning of December 5, 1996, two members of a paramilitary gang drove a motorcycle to the Carepa Coca-Cola bottling plant in northern Colombia. They fired 10 shots at worker and union activist Isidro Segundo Gil, killing him. Luis Adolfo Cardona, a fellow worker, witnessed the assassination. "I was working and I heard the gun shots and then I saw Isidro Gil falling," he said in a recent interview. "I ran, but when I got there Isidro was already dead."

A few hours later, paramilitary officials detained Cardona, but he escaped, fleeing to the police office, where he received protection. Around midnight that night, the paramilitaries looted the local union office and set it on fire. "There was nothing left. Only the walls," said Cardona. The paramilitary group returned to the plant the next week, lined up the 60 unionized workers, and ordered them to sign a prepared letter of resignation from the union. Everyone did. Two months later, all the workers—including those who had never belonged to the union—were fired.

Gil, 27, had worked at the plant for eight years. His wife, Alcira Gil, protested her husband's killing and demanded reparations from Coca-Cola. She was killed by paramilitaries in 2000, leaving their two daughters orphaned. A Colombian judge later dropped the charges against Gil's alleged killers.

Paramilitaries, violent right-wing forces composed of professional soldiers and common thugs, maintain bases at several Coca-Cola bottling facilities in Colombia, allegedly to protect the bottlers from left-wing militants who might target the plants as symbols of globalization.

Activists say at least eight union activists have been killed by paramilitaries at Colombian Coca-Cola facilities since 1989. And plaintiffs in a recent series of lawsuits hold Coca-Cola and two of its bottlers responsible for the violence, alleging "systematic intimidation, kidnapping, detention, and murder of trade unionists in Colombia, South America at the hands of paramilitaries working as agents of corporations doing business in that country."

The murders of Coke bottling workers are part of a larger pattern of antiunion violence in Colombia. Since 1986, over 3,800 trade unionists have been murdered in the country, making it the most dangerous place to organize in the world. Three out of every five people killed worldwide for trade union activities are from Colombia.

Suing Coke and its Bottlers

The Washington, D.C.-based advocacy organization International Labor Rights Fund (ILRF) and the United Steel Workers of America filed four lawsuits in Federal District Court in July 2001 on behalf of **Sinaltrainal** (a union representing food and beverage workers in Colombia), five individuals who have been tortured or unlawfully detained for union activities, and the estate of murdered union activist Isidro Gil. The plaintiffs contend Coca-Cola bottlers "contracted with or otherwise directed paramilitary security forces that utilized extreme violence and murdered, tortured, unlawfully detained, or otherwise silenced trade union leaders."

In addition to demanding that Coca-Cola take responsibility for the murder of Colombian union activists, the plaintiffs are asking for compensatory and punitive damages, which by some estimates could range from \$50 million to \$6 billion.

Coca-Cola's legal defense "is not that the murder and terrorism of trade unionists did not occur," according to an ILRF press release. The company argues that it cannot be held liable in a U.S. federal court for events outside the United States. "Coca-Cola also argues that it does not 'own,' and therefore does not control, the bottling plants in Colombia."

In late March, a judge dismissed Coca-Cola from the lawsuits—on grounds that the firm does not have control over the labor practices of its bottlers—but allowed the case against the bottlers to go forward. A request for an appeal is pending.

According to **Daniel Kovalik**, assistant general counsel for the United Steelworkers of America and co-counsel for the plaintiffs: "In the short run, [the court decision] means that we can't proceed against Coke, but it doesn't necessarily mean that in the long run. I am absolutely confident that we'll win the appeal."

Kovalik maintains that Coca-Cola is liable for its bottlers' actions. For one thing, the 20 Colombia bottlers are deeply entwined in Coke's core economic activities. Coca-Cola provides syrup to the bottlers, who mix, bottle, package, and ship the drinks to wholesalers and retailers throughout Colombia. The bottlers are integral to the beverage giant's operations in the country.

Moreover, Coca-Cola and its bottlers have deep financial links. In May, Coca-Cola FEMSA, a bottling company, acquired Pan American Beverages, Latin America's largest bottler and a defendant in the case. In the year before it was acquired, sales of Coca-Cola represented 89% of Pan American's \$2.35 billion net sales. The acquisition made Mexico-based Coca-Cola FEMSA the largest Coca-Cola bottler in Latin America. The Coca-Cola Company owns a 30% equity stake in Coca-Cola FEMSA, according to the bottling company, and several of its executives also work for Coke.

The plaintiffs are now considering whether to add Coca-Cola FEMSA as a defendant in the lawsuits. If they do, Coca-Cola will be put in the uncomfortable position of trying to prove that Coca-Cola FEMSA and the Coca-Cola Company—despite their shared name, shared executives, and Coke's part-ownership of FEMSA—are completely independent from one another.

Coca-Cola did not return calls for comment, but has stated in the past that Pan American Beverages was an independent company. More recently, Coca-Cola has denied allegations that its bottlers tolerate or assist in acts of violence against union activists. In a statement released in July, Coca-Cola said the allegations are "nothing more than a shameless effort to generate publicity using the name of our Company, its trademark and brands."

Kovalik argues that the corporation's communications with shareholders contradict these public statements and suggest that the firm in fact can, and should, investigate and put a stop to the killings. He plans to submit Coca-Cola documents as legal evidence, including a letter to a shareholder that reads: "We require that everyone within the Coca-Cola system abide by the laws and regulations of the countries in which they do business. We demand integrity and honesty in business at the Coca-Cola Company...."

"They can't be able to profit from these bottlers and say that they don't have control over these situations," says Kovalik.

Taking Down a Corporate Giant

The Stop Killer Coke campaign may prove to be the biggest test yet of the corporate campaign model pioneered by labor consultant Ray Rogers (see "Ray Rogers' Corporate Campaign Strategy").

As the public face of the ILRF lawsuits, the Stop Killer Coke campaign aims to put public pressure on Coca-Cola to acknowledge its role in the killings and to persuade the company to stop collaborating with violent paramilitary organizations.

It's one part of a massive coalition gearing up for a multi-front attack on Coca-Cola. The anti-Coke effort, launched by the lawsuits against Coca-Cola and its bottlers, has grown to include the Stop Killer Coke campaign, consumer and student groups, and labor organizations like the Teamsters and the AFL-CIO. These various groups share the same primary goal: to damage the soft-drink giant's reputation in order to force the company to acknowledge its role in the Colombian killings. With the launch of the Stop Killer Coke campaign this summer, the movement is picking up momentum.

Rogers plans to expand the campaign far beyond the plaintiffs' allegations to encompass "at least a dozen issues" including the lack of health care for Coca-Cola workers in Africa; the corporation's water use in India, which causes groundwater destruction; and more. He has spent the last several months researching Coke's corporate structure and intricate financial dealings.

Rogers often refers to his strategic style as "divide and conquer" because it aims to isolate companies from investors, creditors, politicians, and consumers. In the most successful corporate campaigns, the target corporation's relationship with the business world breaks down, as other companies, banks, and executives decide that the benefits of the business relationship are not worth the risk of being the target of a high-profile campaign. Eventually, the company, isolated and weak, caves in to the campaign's demands in order to end the media blitz and restore its position in the business world.

"A corporation is really nothing more than a coalition of individual and institutional economic and political interests, some more vital and vulnerable than others, that can be challenged and attacked, divided and conquered," Rogers said. "I know enough now to know exactly where the Achilles heel of Coca-Cola is. I'm so confident about where we're going with this thing."

That Achilles heel appears to be Coke's relationship with SunTrust Bank, its main creditor. Many of Coca-Cola's top shareholders own significant amounts of SunTrust stock, and their boards overlap—three current or former Coke CEOs sit on SunTrust's board of directors and two current or former SunTrust CEOs sit on Coke's board. "In almost 30 years of studying corporate structures, I have never seen a more intimate or incestuous relationship," said Rogers.

Rogers plans to expose the relations between SunTrust and Coca-Cola, then use information on Coke's human rights and environmental practices to drive SunTrust into a financial and public relations disaster. If the plan works, investors will lose confidence in SunTrust; key executives will resign rather than face negative media attention; and unions, progressive groups, and consumers will close their accounts. Given the deep ties between the two companies, whatever hurts SunTrust will hurt Coke. Backed into such a position, Coca-Cola would be forced to acknowledge and end its ties to paramilitaries in order to stabilize its main creditor and regain investor and consumer confidence.

The campaign faces an uphill battle. Coca-Cola has virtually unlimited resources to fight lawsuits and conduct its own media blitz. Also, Coca-Cola, like most major companies, now has years of experience fighting high-profile consumer campaigns. The beverage giant has a truly global reach, producing over 300 brands in more than 200 countries, with more than 70% of its income coming from outside the United States. If the campaign hopes to damage Coca-Cola financially, it will have to attract international support.

Despite these serious obstacles, Rogers is optimistic. "We're going to move very quickly on this thing," he said. "I think they're going to find themselves involved in something that they're going to find a total nightmare." Terry Collingsworth, executive director of the ILRF, is also confident. "Ray's like the classic pit bull," he said. "Once he bites into you, he won't let go. Ray's not going to walk away from this until he's won."

The battle is already heating up, with activists in Latin America, Turkey, Ireland, and Australia leading anti-Coke campaigns with Stop Killer Coke materials. Student organizations like United Students Against Sweatshops are starting campaigns to ban Coke from campuses. University College Dublin, Ireland's largest university, voted recently to remove all Coca-Cola products from the campus. Meanwhile, Bard College in New York has decided against renewing Coke's contract with the school when it expires in May. At Carnegie Mellon in Pittsburgh, students staged a "Coke dump," spilling soda into the streets to call attention to the plight of Colombian union activists. Union involvement is also growing. United Auto Workers Local 22 in Detroit, recently ordered 4,000 "Coke Float" flyers, which explain the campaign. The union will hand them out to workers as they leave their plant.

In the meantime, violence against union activists in Colombia continues. On September 10, 2003, David Jose Carranza Calle, the 15-year-old son of Sinaltrainal's national director, was kidnapped by paramilitaries. According to Sinaltrainal, four masked men forced the younger Carranza into a truck and tortured him, asking for the whereabouts of his father. At the same time, his father, Limberto Carranza, received a phone call from an unidentified individual who said, "Unionist son of a bitch, we are going to break you. And if you won't break, we will attack your home." The kidnappers freed Carranza Calle over three hours later. But unionists in Colombian bottling plants, including Coca-Cola facilities, are far from safe.

For more information on the Coca-Cola campaign, go to www.killercoke.org.

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Ray Rogers' Corporate Campaign Strategy

In the Corporate Campaign, Inc., offices near Union Square in Manhattan, Ray Rogers sits at a large table covered in binders detailing the investors, corporate structure, and finances of the Coca-Cola Company. Rogers, 59, is the founder of the progressive labor consulting company Corporate Campaign, Inc., and a veteran of dozens of battles against corporations like Hormel, Con Edison, and General Electric. His trademark strategy, the "corporate campaign," involves identifying and targeting a company's sources of power from as many angles as possible.

"If I'm representing a union and they're in a contract fight or some sort of organizing drive," Rogers said, "I'm going to find a whole series of sensitive issues as they relate to the company. What's their record on the environment? Do they have a bank tied into them? What's the record of the bank on redlining? How do they treat poor communities? What's the safety and health record of the company? Where are they lending their money? What right-wing groups are they tied into?"

Rogers famously used these tactics in 1980 to force the anti-union J.P. Stevens textile company to sign a collective bargaining agreement with the Amalgamated Clothing and Textile Workers Union. In that campaign, Rogers first publicized the textile company's exploitative workplace practices, then exposed its connections with other major corporations—most importantly, the Metropolitan Life Insurance Company. Top MetLife corporate officers who had business dealings with J.P. Stevens were forced to resign, and investor confidence in J.P. Stevens plummeted. Once the textile company realized the extent to which the campaign was hurting both its reputation and its profits, it agreed to union demands. The victory led many other unions and progressive groups to incorporate Rogers' tactics into their own struggles.

"You can't confront powerful institutions and expect to gain any meaningful concessions unless you're backed by significant force and power yourself," Rogers said. "The corporate campaign is really a mechanism to confront power with power."

Some dismiss Rogers' style as too uncompromising and say his tactics force him into polarizing positions—either total victory or total defeat, a style of campaigning that leaves no room for the

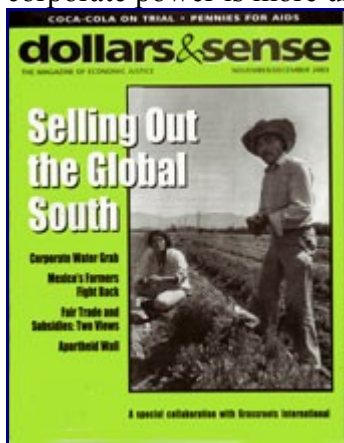
compromises that are sometimes necessary in union battles. They say Rogers' brash tactics harm unions at the bargaining table. Former United Auto Workers organizer Jerry Tucker adds, "Ray doesn't have a lot of sense of the internal workings of unions."

Rogers acknowledges that collective bargaining is not his specialty, but states, "We go in there and back up the union leadership with publicity and resources. Bargaining does not go on when the union has no power behind it."

Rogers' defenders argue that opposition to the corporate campaign model stems from union leaders' rigid resistance to nontraditional strategies. Referring to Rogers' critics within the labor movement, labor historian Peter Rachleff said, "[they] hate people who are independent, who they can't control, who can walk out the door and get another job. They believe in organization from the top down."

Many have nothing but praise for Rogers' bold tactics. "Ray is a corporate-buster without peer," says Jim Guyette, who worked with Rogers during the 1985-1986 Hormel strike in Austin, Minn. Labor journalist Tom Robbins agrees. "He has a formula down," he says. Rogers sees that "there's a connection between the shareholders and the corporate responsibility to workers."

And according to Rogers, given the dominance of corporations worldwide, the need to analyze corporate structures and connections and to deploy that analysis in the growing battle against corporate power is more urgent than ever.



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MM MURDER...
 IT'S THE REAL THING IN



ISIDRO SEGUNDO GIL

Campaign to Stop Killer Coke

We are seeking your help to stop a gruesome cycle of murders, kidnappings and torture of union leaders and organizers involved in daily life-and-death struggles at Coca-Cola bottling plants in Colombia, South America.

Coca-Cola Board of Directors

The following information is to help individuals and groups communicate their feelings directly to the top policymakers of The Coca-Cola Co. Groups may want to organize leafletting, demonstrations and letter writing campaigns at the principal offices of these directors: [View Contact List](#)

Killer Coke's Casualties

Listed below are union leaders at Coca-Cola's Colombian bottling plants who have been murdered. Hundreds of other Coke workers have been tortured, kidnapped and/or illegally detained by violent paramilitaries, often working closely with plant managements.

Download this PDF: <http://herbogeminis.com/IMG/pdf/kcbroch.pdf>

Date	Name	Coca-Cola Plant
1990	Avelino Achicanoy	Pasto
4/8/94	Jose Elaseasar MancoDavid	Carepa
4/20/94	Luis Enrique Giraldo Arango	Carepa

4/23/95	Luis Enrique Gomez Garado	Carepa
12/5/96	Isidro Segundo Gil	Carepa
12/26/96	Jose Librado Herrera Osorio	Carepa
6/21/2001	Oscar Dario Soto Polo	Monteria
8/31/2002	Adolfo de Jesus Munera Lopez	Baranquilla



COKE CAN'T HIDE ITS CRIMES IN COLOMBIA

Isidro Segundo Gil, an employee at a Coca-Cola bottling plant in Colombia, was killed at his workplace by paramilitary thugs. His children, now living in hiding with relatives, understand all too well why their homeland is known as "a country where union work is like carrying a tombstone on your back." [Read More...](#)

HUMAN RIGHTS SCANDAL LEAVES '\$IX-PACK' SPEECHLESS

A few corporate power brokers at Coca-Cola and Atlanta-based SunTrust Banks today stand accused as accessories to a violent crime wave. While they sit on their assets, workers at Coke bottling plants in Colombia risk their lives every day simply by going to work. [Read More...](#)



Dear Coca-Cola Board Members,

I am shocked to learn of your indifference to the safety of workers who bottle your products. There are undisputed reports that Coca-Cola bottling plant managers in Colombia, South America, allowed and encouraged paramilitary death squads to murder, torture and kidnap SINALTRAINAL leaders and members in an effort to crush their union.

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COCA-COLA'S ABUSE OF THE GLOBAL PUBLIC INTEREST

In 2005 and 2006, lawsuits were filed in the United States against Coca-Cola to force the company to take steps to reduce the amount of sugar in its soft drinks. Shareholders later on behalf of SMOG (Sugars, Monosodium Glutamate, and Oxytocin) sued Coca-Cola for its failure to take steps to reduce the amount of sugar in its soft drinks. In 2006, the lawsuit charged that Coca-Cola's soft drinks in Colombia contained 40% of the sugar content of other soft drinks in the United States and that the company had failed to take steps to reduce the amount of sugar in its soft drinks. The lawsuit also charged that Coca-Cola had failed to take steps to reduce the amount of sugar in its soft drinks.

OTHER CRIMES AND ABUSES BY COKE INCLUDE:

- Contaminated and polluted or water sources in high mountainous regions
- Misled consumers about the health benefits of its soft drinks
- Exploited the United States' International Labor Organization laws regarding benefits of workers rights in Colombia, Cuba, Mexico, and other countries
- Benefited from human rights labor in sugar cane fields in El Salvador as documented by Human Rights Watch (www.hrw.org)
- Aggression involving children or mutilated workers and dangerous chemical waste contamination and www.chemicalwatch.org
- Antismoker and anti-environmental policies worldwide
- www.chemicalwatch.org/chemicals/soft-drinks/soft-drinks.html
- Selling genetically modified rice, corn, and other crops
- and billions while buying off thousands of executives
- History of local discrimination, trademark business practices, tax avoidance and corporate welfare schemes

Campaign to Stop Killer Coke
www.KillerCoke.org
stopkillercoke.net
 (917) 779-0735

COKE's OTHER CRIMES & ABUSES

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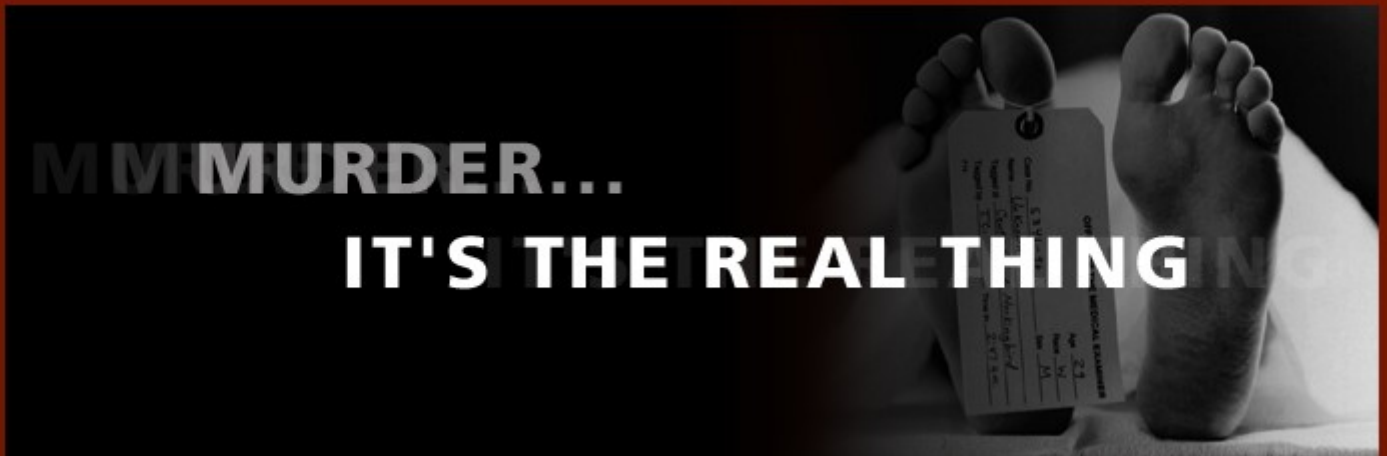
Royal Bank of Canada, Member of Board of Directors

Dow Corning, Member of Board of Directors

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Campaign to Stop **Killer Coke**

We are seeking your help to stop a gruesome cycle of murders, kidnappings and torture of union leaders and organizers involved in daily life-and-death struggles at Coca-Cola bottling plants in Colombia, South America.



[Please help Support the Campaign to Stop Killer Coke](#)



[Home Page Contents](#)

BREAKING NEWS

A piece of history -- TreeHugger.com, "Coca-Cola Femsa Faces US\$ 111,000 Fine over Contamination in Bogota," By Paula Alvarado, August 14, 2008

[Read Article](#)

"Industria Nacional de Gaseosas, a subsidiary of the biggest bottler of Coca-Cola trademark beverages in Latin America (Coca-Cola FEMSA), has been fined with a US\$111,000 bill by the Bogota District Environmental Office for illegal spilling of industrial waste in Colombia's capital sewage system and wetlands."



El Tiempo-Bogota, "Multa de \$200 millones a Coca Cola por descargar aguas residuales en red de alcantarillado y humedal, [El Tiempo.com/Bogota-En Espanol](#)

Examiner.com, "Coca-Cola admits in court that vitaminwater is not a healthy beverage," By Mark Rubi, July 29, 2010

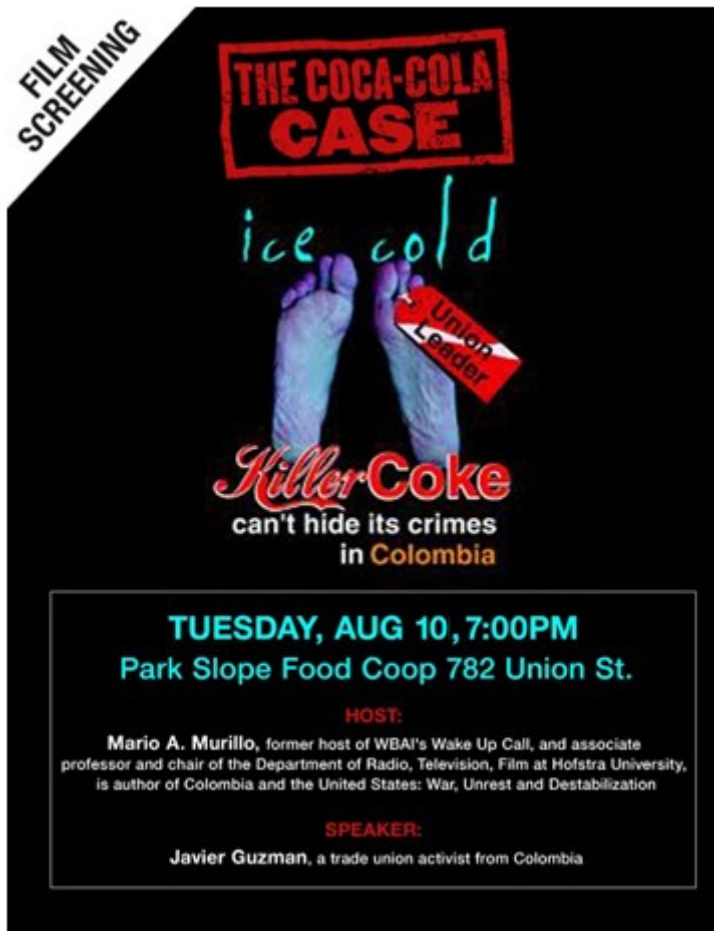
[Read Article](#)

"Coca-Cola admits in court that vitaminwater is not a healthy beverage. Millions of consumers of Coca-Cola's heavily marketed vitaminwater brand drink are now dealing with the fact that despite numerous advertising claims to the contrary, the reality about the drink may be that it is little more than sugar-water fortified with a few vitamins..."

"As to Coca-Cola's claims that "no consumer could reasonably be misled into thinking vitaminwater was a healthy beverage" -- many critics are asking how many tens of millions of dollars did Coke spend trying to mislead those consumers if they could not reasonably be misled? Or another question making the rounds is this: Is it ok for product manufacturers to lie about their products if they claim that nobody believed their lies?"

Film Showings of 'The Coca-Cola Case'

Park Slope Food Coop, Park Slope, Brooklyn



When: Tuesday, August 10, 7:00 pm

Where: Park Slope Food Coop, 782 Union Street, Brooklyn

Host: Mario Murillo, former host of WBAI's Wake Up Call, and associate professor and chair of the Department of Radio, Television, Film at Hofstra University, author of "Colombia and the united States: War, Unrest and Destabilization"

Speaker: Javier Guzman, a trade union activist from Colombia

Admission: Free; open to all

Belfast, Maine

When: August 9, 2010, 5:30 pm

Where: Abbott Room, Belfast Free Library
106 High Street, Belfast, Maine

Contact Info: Bethany Louisos, 781-820-0773

Admission: Free to all

[Republican Journal](#)

[The Bangor Daily News](#)

Video, "Corbett Report, Sunday Update, July 25, 2010

This news report discusses Coca-Cola's embarrassing "pornographic" Facebook promotion and worldwide abuses at about 8 minutes into the video.

[Click here to see video](#)

Indianapolis Alternative Medicine Examiner, "Could vitaminwater lawsuit leave product all washed up?" By Becky Oberg, July 23, 2010

[Read Article](#)

" 'Plaintiffs' allegations sufficiently state a claim that defendants have violated FDA regulations by making health claims about vitaminwater even though it does not meet required minimum nutritional thresholds, by using the word "healthy" in implied nutrient content claims even though vitaminwater's fortification does not comply with FDA policy, and by using a product name that references only two of vitaminwater's ingredients, omitting the fact that there is a key, unnamed ingredient [sugar] in the product,' wrote Judge John Gleeson of the U.S. District Court for the Eastern District of New York."

[Complaint CSPI vs. Coca-Cola](#)
[Video, "VitaminWater Lawsuit"](#)



Center for Science in the Public Interest, "Lawsuit Over Deceptive VitaminWater Claims to Proceed," July 23, 2010

[Read Article](#)

"WASHINGTON—A federal judge has denied Coca-Cola's motion to dismiss a lawsuit over what the Center for Science in the Public Interest says are deceptive and unsubstantiated claims on the company's 'vitaminwater' line of soft drinks. The company claims that vitaminwater variously reduces the risk of chronic disease, reduces the risk of eye disease, promotes healthy joints, and supports optimal immune function, and uses health buzz words such as 'defense,' 'rescue,' 'energy,' and 'endurance' on labels."

PRNewswire, "NLRB: Atlanta Coca-Cola Enterprise Employees to Get Tens of Thousands of Dollars in Back Pay: Teamsters Settle Series of Unfair Labor Practices with CCE," By Teamsters Local 728, Atlanta, July 23, 2010

[Read Article](#)

"The NLRB has required Coca-Cola to post a notice to employees stating the company will not interfere with their right to form a union, grant the retroactive raise to the Marietta employees, and rescind an unjust discipline issued to a key union activist."

[Teamster flyer: "We Have a Date! The Time is Now for Change at CCE Atlanta!"](#)



"Jeffrey Wright speaking at Union Rally
encouraging CCE workers to stay strong and
reminding them that together we have the POWER!"

[Read Jeffrey Wright's "What Coca-Cola Did to Stop the Union from Coming In."](#)

At the Coca-Cola annual meeting on April 21, 2010, a representative of the Campaign to Stop Killer Coke spoke, aiming his comments at Coke CEO Muhtar Kent: "Your efforts to be as union-free as possible and to undermine union organizing at your bottling facilities right here in the U.S. — in Georgia — were addressed in a book, 'What Coca-Cola Did to Stop the Union from Coming In,' by former Coke worker, Jeffrey Wright. Today, Teamster demonstrators outside are protesting Coke's efforts to prevent union organizing in the U.S."

Congratulations, Teamsters Local 728!

**Appetite for Profit, "Family doctors debate if they should take Coke money, after they took it,"
By Michele Simon, July 22, 2010**

[Read Article](#)

"Dr. Howard Brody, AAFP member and director of the Institute for the Medical Humanities at the University of Texas Medical Branch. He's not in favor of the idea: The physician has a duty to prescribe medications or make dietary recommendations based on scientific evidence. The companies have an interest in selling more beverages, or more drugs, regardless of the evidence."

Polaris Institute, "Protest at Coca Cola plant in India reaches 3,000 days," July 12, 2010

[Read Article](#)

"G. Prabhakaran, 12 July 2010, The Hindu PALAKKAD - The agitation against alleged exploitation of groundwater by soft drink major Hindustan Coca-Cola Beverages Pvt. Ltd. at Plachimada, a remote village in Perumatty grama panchayat in Chittur taluk, completed 3,000 days on Friday.

"The agitation has been described as a struggle by the local people to establish their right to natural resources such as soil and water and a fight to protect their livelihood of agriculture."

**The Consumerist, "Burger King And Coca Cola Both Caught Badvertising In The UK," By
Chris Morran, July 21, 2010**

[Read article](#)

"Meanwhile, the folks at Coca Cola have some explaining to do after a Facebook promotion to push Dr. Pepper (which Coke distributes in the UK) ended up pointing people in the direction of one of the internet's most infamous -- and disgusting -- videos. The Facebook campaign used the accounts of users who signed up to post supposedly humorous status updates about the beverage. Alas, one of those messages was 'I watched 2 Girls 1 Cup and felt hungry afterwards.' "

**[Coca-Cola apologizes for Dr. Pepper's "2 Girls 1 Cup" Facebook snafu," By Laura Shunk,
July 20 2010](#)**

**FoodConsumer, "Is This Popular Sports Drink [VitaminWater] as Damaging as Coca-Cola?
By Dr. Mercola, July 17, 2010**

[Read Article](#)

"It's very fitting that Coca-Cola owns the Vitaminwater brand, as this beverage is closer to soda than it is to water. And as you may remember, Coca-Cola was actually sued last year in a class-action lawsuit that contended the Vitaminwater line was being illegally promoted as a healthy product.

" 'Vitaminwater is Coke's attempt to dress up soda in a physician's white coat. Underneath, **it's still sugar water**, albeit sugar water that costs about ten bucks a gallon,' said litigation director Steve Gardner of the Center for Science in the Public Interest (CSPI)."

KillerCola Flashmob 1 & 2, July 6, 2010

Two videos from our Polish friends



[Watch Flashmob 1 Video](#)

[Watch Flashmob 2 Video](#)

***The New York Times*, "VENTURE CAPITAL: Case Study: Can Honest Tea Say No to Coke?"
By Elizabeth Olson, July 8, 2010**

[Read Article](#)

"But meshing Honest Tea's socially responsible, ecologically aware, small-company sensibility with the huge international brand of Coke has not always gone smoothly. A few months after the deal, Coke started vetting Honest Tea's ingredients to make sure they complied with federal requirements and noticed Honest Kids' packaging had prominent lettering that promised: 'no high-fructose corn syrup.' Executives at Coke construed the phrase as an implicit rebuke of its products, some of which contained the controversial factory-produced syrup. 'We got a strong request to change the wording,' Mr. Goldman said."

Softpedia, "Woman Talks Coca Cola Addiction, Being Overweight Because of It: Lisa McKay gained over 120kg, required gastric bypass to kick off her addiction," By Elena Gorgan, July 6, 2010

[Read Article](#)

"'It was difficult giving up drinking Coke. I was addicted to it and I had severe withdrawal symptoms after stopping. I was suffering from shakes. The gastric band operation was the best thing I've done. I haven't drunk a mouthful of Coke since and I never will again. I would buy a box of 30 cans of Coke and it would last me a day and a half. I didn't realize that there was so much sugar in Coke that would make me so fat. The more Coke I drank, the more hungry I became too,'"

[Mirror, Mum kicks 20 Coca-Cola a day habit and loses 10 stone," By Matt Roper, July 7, 2010](#)

examiner.com, "Mayor Newsom directs say no to soda: Another Northern California city bans soda on public property," July , 2010

[Read Article](#)

"Following a similar Santa Clara policy passed in 2008, San Francisco institutes a ban on soda."

***San Francisco Chronicle*, "Sugary-drink ban starts to affect S.F. sites," By John Coté, July 6, 2010**

[Read Article](#)

"That includes non-diet sodas, sports drinks and artificially sweetened water. Juice must be 100 percent fruit or vegetable juice with no added sweeteners. Diet sodas can be no more than 25 percent of the items offered, the directive says. There should be 'ample choices' of water, 'soy milk, rice milk and other similar dairy or non dairy milk,' says the directive, which also covers fat and sugar content in vending machine snacks..."

"The mayor's administration points to studies linking soda to obesity, including a UCLA one released last year that found adults who drink at least one soft drink a day are 27 percent more likely to be obese than those who don't, and that soda consumption is fueling the state's \$41 billion annual obesity problem. The study also found that 41 percent of children and 62 percent of teens drink at

least one soda daily."

***The Standard*, "New StupidJuice does the trick, too bad about the antibodies," July 6, 2010**

[Read Article](#)

" 'This is StupidJuice!' I exclaimed, laughing like a maniac. 'You are selling StupidJuice for 100 times the original price.' The service staff had no idea what I was talking about, but nodded nervously while phoning the mall security department. It was too weird. Rich yuppies were lining up to buy a product identical to the scam fruit juices sold in Asia two decades ago.

"I phoned a business reporter and asked: 'Who makes this stuff? Why is there no logo on the bottle?' He laughed, explaining: 'The logo has been omitted because it might give buyers a clue that it is not really a fruit-based health drink at all. A Coca-Cola subsidiary makes the most expensive colored sugar- water on the planet. Coke has taken a US\$4.1 billion (HK\$31.98 billion) bet on human stupidity.' " [This is VitaminWater.]

Blip.tv, "The Coca-Cola Case:An Interview With Ray Rogers On the 'Killer Coke' Campaign,"

[Watch Video](#)

Ray Rogers, the campaign coordinator of the Killer Coke campaign is interviewed about the film "The Coca-Cola Case". The company has systematically engaged in a campaign to murder and terrorize union organizers in Colombia and Guatemala. The film is about the case in Federal Court in Florida to put them on trial for the murders and rapes of Coca-Cola workers and their families. The Coca-Cola Case (81 min.) By Carmen Garcia and German Gutierrez (2009) - Canada This important film shows the struggle to get justice for the workers and their families of the Coke bottling plant workers in Colombia. These workers have been terrorized, murdered and raped by the Colombian company owners in complicity with US executives and are fighting for a trial for these crimes in Florida. Over 1400 Colombian trade unionists have been assassinated for union activity in past years and US companies are intimately involved in some of these murders. Through interviews with the lawyers, the conspiracy of the Coca-Cola company to destroy unions and violate democratic rights is a threat to workers and people throughout the world and this film exposes these criminal connections.

[Watch the trailer of 'The Coca-Cola Case'](#)

Green Left, "Pakistan: What has Coke got to hide?" July 4, 2010

[Read Article](#)

"Having informed both TCC [Coca-Cola] and CCI [Coca-Cola Icecek] of the IUF's intention to challenge the loan application owing to the company's serial violations of basic rights at their Multan plant in Pakistan's Punjab district, the IUF made an official complaint to the IFC, backed by substantial documentation — only to be told that CCBPL had withdrawn its application...

"So why would Coke walk away at the last minute from \$60 million on easy terms? Was it worried its claims to meet the Performance Standards couldn't withstand IFC scrutiny once the IUF filed its formal complaint?

"In response to the IUF complaint, the IFC would have needed to revisit its evaluation of the loan application and particularly the degree to which the applicant respected its standards.

"If CCBPL's labour rights record was so grossly at odds with the company's claims, what else about the operation might emerge from an IFC investigation? The potential risks were apparently sufficiently troubling for Coke's Pakistan bottler CCBPL to turn its back on the IFC money."



***The Wall Street Journal*, "Coke's Kerala Problems Bubble Up," By Arlene Chang, July 5, 2010**

[Read Article](#)

"The Kerala cabinet last week approved the setting up of a tribunal to recover payment worth 2.16 billion rupees (\$48 million) from Hindustan Coca-Cola Beverages for alleged damage caused to the environment by its Plachimada bottling plant in Palakkad."

From 'The Ecologist':

***The Ecologist*, "Coca-Cola 'misleading' investors over water use in India," April 23, 2010**

[Read Article](#)

"Campaigners accuse Coca-Cola CEO of not being open with investors about the potential liabilities it faces for environmental damage in water-stressed areas of India."

***The Ecologist*, "Coca-Cola just part of India's water 'free-for-all'," By Tom Levitt, December 4, 2009**

[Read Article](#)

"Water scarcity and mis-management in India are creating a significant human and ecological crisis that will only be worsened by climate change."



***The Ecologist*, "Behind the label: Diet Coke," By Pat Thomas, June 1, 2006**

[Read Article](#)

"Far from being the healthy drink implied by its sports sponsorships, Diet Coke is a worrying cocktail of neurotoxic and potentially carcinogenic chemicals."

***Business Standard*, "Kerala to set up tribunal over Coca-Cola Issue," July 2, 2010**

[Read Article](#)

"The Kerala cabinet has decided to establish a tribunal for awarding compensation to people affected by a production plant of Hindustan Coca Cola Beverages Private Limited (HCCB) at Plachimada in Palakkad district."

[Read Press Release-India Resource Center](#)

"In a major step towards holding Coca-Cola accountable for damages it has caused in India, the state government of Kerala decided on Wednesday to move forward with the formation of a tribunal that will hear and award compensation claims against the Coca-Cola company."

["Coca-Cola Liable for US\\$ 48 Million for Damages – Government Committee," March 22, 2010, India Resource Center](#)

***The Washington Post*, "How nutritious is Vitaminwater?" [owned by Coca-Cola], By Jennifer LaRue Huget, July 1, 2010**

[Read Article](#)

" 'Vitaminwater,' she concludes, 'is a marketing ploy.'"

"Critics have bashed Vitaminwater for being a calorie trap... 'Once you go beyond what you need, you urinate it out,' Sandon says. 'You're peeing that money away.'"

"A multivitamin is a better option when trying to supplement your diet, she says, because Vitaminwater doesn't provide a full complement of nutrients as does One-a-Day or Centrum."

***Business Standard (India)*, "New divisions emerge in Govt on Coca-Cola," By Goerge Joseph, June 30, 2010**

[Read Article](#)

"The report, submitted to the state assembly on March 22, said that the Coca Cola plant had caused serious damage to the environment of the village leading to a loss to the tune of Rs 216.25 crore. It said the plant damaged the agriculture sector by giving hazardous waste as manure. The committee also recommended constitution of a separate tribunal to provide adequate compensation to the affected, citing the limits on its own mandate."

Axis of Logic, "Colombia: Leader of Deathsquads Wins Colombian Election," By James Petras, June 28, 2010

[Read Article](#)

"Juan Manuel Santos, notorious Defense Minister in the regime of outgoing President Alvaro Uribe and closely identified with high crimes against humanity 'won' the recent Presidential elections in Colombia, June 2010. The major electronic and print media CNN, FOX News, *Washington Post*, the *New York Times*, *The Wall Street Journal*, and the once liberal *Financial Times* (FT) hailed Santos election, as a great victory for democracy. According to the FT, 'Colombia not Venezuela is (the) best model for Latin America' (FT 6/23/2010 p. 8). Citing Santos 'overwhelming' margin – he garnered 69% of the vote, the FT claimed he won a 'strong mandate' (FT 6/22/2010). In what has to be one of the most flagrant cover-ups in recent history, the media accounts exclude the most egregious facts about the elections and the profoundly authoritarian policies pursued by Santos over the past decade."

Orissadiary, "Orissa: Death toll in Coca Cola bottling unit mishap increased to three," June 26, 2010

[Read Article](#)

"Report by Orissadiary correspondent; Khurda : The death toll in Coca Cola bottling unit mishap at Khurda on Saturday increased to three. Banabihari Behera, a labourer who was undergoing treatment at a private hospital at Cuttack Saturday evening. Earlier, two other labourers namely Ranjit Mohanty and Madhusudan Behera were died on Friday.

"Seven labourers were injured when the boiler at the soft drink plant exploded yesterday. All the labourers were first admitted to a hospital in Khurda and later three were shifted to private clinics in Cuttack. In view of tension adequate police force has been deployed at the plant site."

[Press Release, India Resource Center, "Three Workers Killed In Coca-Cola Factory Explosion in India" Police Arrest Three Coca-Cola India Officials](#)

[Read Article in *The Atlanta Journal-Constitution*](#)

IUF, "The Pause that Represses: Coca-Cola Pakistan Grets New Union with Death Threats, Abduction, Extortion and Dismissals," June 18, 2010

[Read Article](#)

"Since forming a union at Coca-Cola's bottling plant in the southern Pakistan city of Multan in June 2009, members have met with death threats, abduction, firings, extortion, forgery and fraud. Management's vicious response to the workers' fight for a union is a story drenched with violence, corruption, sleaze and escalating criminality."

[Send a protest message to Ed Potter and others at Coke](#)

altmuslimah, "A fearless leader: An interview with Vandana Shiva," By Sarah Jawaid, June 18, 2010

[Read Article](#)

"You worked closely with the women of Kerala, India who peacefully protested a Coca-Cola plant which was polluting their water. Do you have stories of women who left an impression on you?"

"Mylamma. She was the tribal woman who started the protest. I was invited by her and her friends to celebrate a year of them protesting Coca-Cola. Initially, I didn't know the women or what know what Coca-Cola was doing. I learned that Coca-Cola was literally stealing the water of the community. And, here were these courageous women trying to put a stop to it. I helped them develop legal and political strategies to push the movement along and in 2004, the Coca-Cola plant was shut down. It has been shut since then. Mylamma passed away two years ago, but her legacy continues."

The National Organization of Legal Services Workers (NOLSW), UAW Local 2320, AFL-CIO, "Resolution to Boycott Coca-Cola Beverages," June 2010

[The Union's Website](#)

[Resolution to Boycotts Coca-Cola Beverages](#)

RESOLVED, that the National Organization of Legal Service Workers, UAW Local 2320 will ban all Coke products from all its meetings and events;

RESOLVED, that the National Organization of Legal Service Workers, UAW Local 2320, calls on its members to initiate and support campaigns in schools, labor unions and public institutions, etc. to similarly hold The Coca-Cola Company accountable by removing all Coke machines and Coke beverages and banning the sale and advertising of Coke products;

RESOLVED, that the National Organization of Legal Service Workers, UAW Local 2320 calls on the United Auto Workers (UAW) and all other unions to adopt a similar Resolution;

RESOLVED, that until The Coca-Cola Company can prove that it has taken genuine remedial actions to become a responsible corporate citizen, the call for this ban on Coca-Cola products by the National Organization of Legal Service Workers, UAW Local 2320 will remain in effect.

Press Release, "Coca-Cola's Ed Potter Prevents Colombia From Making ILO 'Most Wanted List'," Campaign to Stop Killer Coke, June 10, 2010

[Read Press Release from the Campaign](#)

"...Colombia's largest union confederation, the United Workers Central (CUT), announced that the business sector of the United Nations International Labor Organization (ILO), led by The Coca-Cola Company's Director of Global Labor Relations Ed Potter, successfully maneuvered to keep Colombia off the list of 25 countries which the ILO will monitor in light of those countries' abuses of worker and labor union rights."

[Read CUT's announcement](#)

"Reality is that the Colombian State has not complied with the observations and recommendations of the ILO organs of control, and this reality does not change because this year Colombia is not on the list of cases of the Standards Committee."

Video, "Coca-Cola, Take Down That Ugly Sign!" June 11, 2010, By Paul Weiss

[Watch Video](#)

"The soda pop company is polluting an important Argentine cultural and national site in Buenos Aires with tasteless commercials on a huge LCD screen. Blogger (On The Journey) & video essayist Paul Weiss claims Coke is 'branding' Argentina's most famous cultural and national icon, the 660-foot Obelisco and demands they take it down."



Guardian, "Mexico bans junk foods in schools: Government orders end to fried foods and sweets on school grounds in fight against childhood obesity," By Jo Tuckman, May 27, 2010

guardian.co.uk, Thursday 27 May 2010 20.02 BST

[Read Article](#)

"The Mexican government is to ban junk food and fry-ups in primary and secondary schools in an effort to combat one of the worst obesity problems in the world."

"From the beginning of the next school year, school shops will no longer be allowed to stock fizzy drinks, sugar-stuffed fruit juices, processed snacks, or more local delights such as chilli soaked sweets. Nor will school kitchens offer traditional standards such as fried tacos..."

"The school ban comes after years of resistance from corporations such as Coca Cola and Pepsi..."

Garforth today, "Wakefield Coca-Cola workers in strike ballot," By Stuart Robingson, June 9, 2010

[Read Article](#)

"The unions claim the company is refusing to consult on major changes to conditions of employment, and is not negotiating on basic pay increases."

Press Association, "Coca-Cola staff to vote on strikes," June 7, 2010

[Read Article](#)

"Thousands of workers at drinks giant Coca-Cola are to be balloted for industrial action in a row over employment conditions and bargaining rights, it has been announced...The unions accused the company of refusing to consult on major changes to conditions of employment, and of not negotiating on basic pay increases."

Bloomberg Businessweek, "Hugo Chavez decrees seizures of more companies," By Ian James, June 6, 2010

[Read Article](#)

"Chavez also expressed concern about 'water that transnational companies have privatized,' and he mentioned Coca-Cola and Pepsi."

The Lantern (Ohio State University), "How is Coke money spent?" By Jack Moore, June 1, 2010

[Read Article](#)

"It's no secret what lies inside the red and white vending machines that dot Ohio State's campus. Since 1998, OSU has had an exclusive contract with Coca-Cola. But details of the deal, which was renewed in 2008 for at least \$33 million, and how money is distributed from it have often been as elusive as Coke's secret recipe."

The Lantern (Ohio State University), "Coke contract shrouded in secrecy," By Jack Moore, May 31, 2010

[Read Article](#)

"Coca-Cola's formula for its sugary sweet soda is under lock and key, guarded by Coke as a trade secret. Now, Ohio State and Coke say that parts of the exclusive contract between the beverage giant and OSU, which was renewed in 2008, are also trade secrets and should be kept from public view, even though contracts at comparable universities are not."

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Beverage and Bottled Water

Jump to: [About the Beverage and Bottled Water Industry](#); [Beverage and Bottled Water Industry Campaigns](#)

Companies at the top are the best, at the bottom the worst.

company	overall ranking	environ-ment	human rights	labor	ethics & governance	health & safety
Danone	1 (tie)	n/i	n/i	n/i	D	n/i
Cadbury Schweppes	1 (tie)	C	n/i	n/i	n/i	C
Starbucks	3	C-	C-	F	C	D
PepsiCo	4	F	n/i	C	F	F
CocaCola	5	D	C-	F	F	F
Nestlé	6	F	F	F	F	F

Notes: Rankings proceed from top to bottom with companies at the top as more responsible within the industry and those at the bottom as the less responsible. Letter grades go in this order: A (best), B, C, D, F (worst) with plus (+) and minus (-). "n/i" means we don't have enough information to give a letter grade for that category. The color coding is another corporate responsibility indicator, in the order Green (best), Yellow, Orange, Red (worst). Companies in the green zone are sustainable and working towards creating a greener planet (most industries will not have companies in the green zone as there are no companies that can be considered sustainable in that industry). Companies red zone have poor environmental and social responsibility records and should be avoided if possible.

[See full chart at 'Responsible Shopper'](#)

Green Left (Australia), "Colombia: Challenging 'Killer Coke'," By Paul Benedek & Marcela Escauriaza, May 30, 2010

[Read Article](#)

"Despite the many murders of unionists at its plants, Coke tries to cry poor to justify not compensating victims of anti-union violence. However, The Coca Cola Case explains Coke pays US\$2.6 million for a single 30 second advertisement during the US Superbowl.

"Paez said: 'We are campaigning for a boycott — if you love life, don't drink Coke. We want to see Coke expelled from schools, sporting complexes, cultural centres and community spaces.' "

***El Universal*, "Coca-Cola como San Pedro," Alberto Barranco, 12 de mayo de 2010**

[En Español](#)

"Integrado, en la paradoja de acumular acciones de la compañía, a la asamblea general de accionistas de Coca Cola a nivel corporativo, el principal activista contra su causa, Rey Rogers, llevó el caso México al escenario de ésta, espetando al presidente mundial de la firma. Estamos hablando del litigio que enfrenta la empresa ante el reclamo de un ex ejecutivo que laboró 16 años en ella, acusándola de simulación en su contratación, dado que habiendo trabajado para el corporativo y su filial en México, su adscripción la tenía una firma outsourcing creada por la propia Coca Cola."

Concienciaradio.com

Atlanta Journal-Constitution, "At Coca-Cola, age is experience," By Jeremiah McWilliams, May 23, 2010

[Read Article](#)

"Coca-Cola's shareholder meeting at the cavernous Gwinnett Center in Duluth was wrapping up last month when John Evans rose from his seat in the audience after CEO Muhtar Kent asked for questions. 'The board of directors is just too old!' Evans said into the microphone, eliciting chuckles and a smattering of applause from the crowd. 'And they need to be replaced. And I can say that safely because I'm 77 myself. I think we need a young movement.' "

Penn & Teller, "The Truth About Bottled Water"



[Click here or above to see the video](#)

Natural News, "Coca-Cola's murderous record of anti-union activity in Colombia exposed," By Ethan A. Huff, May 22, 2010

[Read Article](#)

"The Campaign's offensive tactics against Coca-Cola are having an impact. Considering that Coca-Cola is one of the most powerful multi-national corporations in the world, it is impressive that numerous institutions of higher learning have already banned Coca-Cola products, and many more are taking steps to ban them as well. As awareness continues to increase, a point of critical mass will be achieved for which Coca-Cola will have to acknowledge and address the issue."

[Read the article in the Salem-News](#)

The New York Times, "ECONOMIC SCENE: The Battle Over Taxing Soda," By David Leonhardt, May 18, 2010

[Read Article](#)

"The argument for a soda tax is the same as the argument for a tax on tobacco, pollution or, for that matter, banks that take big, expensive risks. **When an activity imposes costs on society, economists have long said that the activity should be taxed.** Doing so accomplishes two goals: it discourages the activity, and it raises money to help pay society's costs.

"In the case of soda, those costs come in the form of medical bills for diabetes, heart disease and other side effects of obesity. **We're all paying these bills, via Medicare, Medicaid and private insurance premiums.** Obesity has become a significant cause of our swelling long-term budget deficit.

"**And soda is a huge reason the country is so much more obese.** The typical American consumes almost three times as many calories from sugary drinks as in the late 1970s. This increase accounts for about half the total per-capita rise in calorie consumption over the same period. Remember, many

of these drinks have zero nutritional benefit — unlike meat, cheese or juice."

Dallas Blog, "San Antonio to Ban Unhealthy Food and Drinks on City Property," By Tom McGregor, May 18, 2010

[Read Article](#)

"According to the *San Antonio Express-News*, 'City Manager Sheryl Sculley has declared war on sugar. Well, at least when it comes to sodas and candy bars. Sugary sodas no longer have a home in the city's 250 beverage vending machines and unhealthy foods in the 25 snack machines in city facilities are next.'

"Sculley said, 'I asked the staff to remove the high-calorie soda drinks from our vending machines. I'm a fitness person and I care about our employees, and I want them to be healthy. And I think this is a very small gesture.'"

Centro de Estudios del Trabajo, "El Caso Caoca Cola: Documental

[Read Article in Español](#)



New Book by B Wardlaw, "Coca-Cola Anarchist"

B Wardlaw, philanthropist and large Coke shareholder, has been a consistent critic of The Coca-Cola Co. for not having used its influence to improve human rights around the world, particularly in China and Latin America.

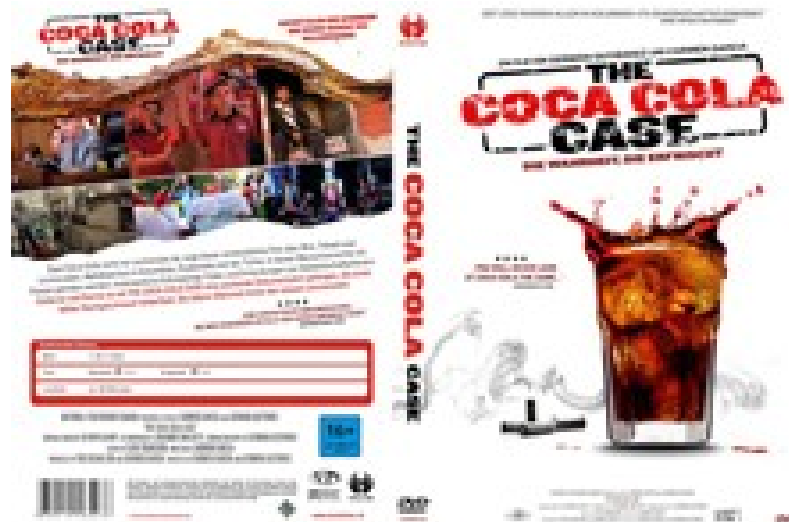
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"Anarchist – One who believes in the inviolability of life, the primary value of the individual, mutual

aid to one's fellow humans, egalitarianism, and co-operation on all levels of society, a philosophy upheld by no party line and no sacred texts." - Johnson Thomas (1937-2009)

"This is an important and perceptive memoir that provides insight into the counter-culture movement of the 1960s and social justice movement of the 1980s with its concern for helping the homeless and its opposition to public authority. B Wardlaw provides a moving account of why he joined these movements and the personal struggles he faced." - Clifford Clark, Professor of History, Carleton College

"From brazen antics around the White House lawn while working with the Community for Creative Non-Violence in Washington, D.C. to the touching scenes of his mother's final days in Atlanta, B Wardlaw's story follows the unexpected turns of a tumultuous life. A fortune inherited from his grandfather left him free to express his compassion for the outcast, the prisoner, and the persecuted in concrete ways. This engaging memoir will make you laugh out loud and bring tears to your eyes as it introduces you to a Southern voice you have not heard before." - Kathleen Cleaver, Senior Lecturer, Emory University School of Law; editor of Eldridge Cleaver's *Target Zero: A Life in Writing*; and author of the forthcoming *Memories of Love and War*.



BBC, "Coca-Cola 'sickie' ad attacked by Lord Digby Jones," May 6, 2010

[Read Article](#)

"The former head of the CBI, Lord Digby Jones, has criticised Coca-Cola over labelling that appears to condone taking unauthorised sick days."

Counterpunch, "Killer-Coke Hits the Screens," By Billy Wharton, May 5, 2010

[Read Article](#)

" 'Sailing round the world in a dirty gondola,' Bob Dylan sang in 1971, 'Oh, to be back in the land of Coca-Cola!' After forty years of corporate globalization, Dylan would be hard pressed to find a place that isn't the land of Coca-Cola . Multinationals have torn up the globe converting the repression of workers into cheap labor and free trade agreements into new market opportunities all in the name of ever-increasing profit margins. Left in their wake are legacies of environmental destruction, corrupt governments and employer violence. This process is precisely what a documentary currently making the rounds in campus political circles, by German Gutierrez and Carmen Garcia's entitled "The Cola-Case," aims to expose...

"The union attempts to maintain its position inside of the bottling plants while shuttling between street campaigning in Colombia and speaking tours across North America. Ray Rogers develops an effective public relations campaign that proves capable of mobilizing activists on college campuses throughout the United States in support of the Colombian trade unionists. Simultaneously, the attorneys, backed by the financial muscle of the United Steel Workers and the International Human Rights Fund, attempt to exploit an obscure US tort law that allows foreign nationals to pursue claims against US-based companies."

[Read the Article in Examiner.com](#)

The National (Abu Dhabi, UAE), "All you need to know about Coca-Cola," May 7, 2010

[Read Article](#)

"THE CONVERSATION: Coke's high-fructose corn syrup is said to aggravate obesity and type-2 diabetes. The company has also been accused of overly aggressive marketing to children, exploitative work practices, having high levels of pesticides and monopolistic business practices."

Care2.com, "Have a Coke and a Smile? Maybe Not: Coke Disses BPA-Worried Shareholders," By Cynthia Samuels, May 5, 2010

[Read Article](#)

"At Coca-Cola's annual shareholders' meeting last month, nearly a quarter of them called on the beverage behemoth to come clean about its use of bisphenol-A (BPA) in the linings of its cans. These concerned investors voted for a resolution urging Coke to make public how it is responding to the growing public anxiety over its use of the toxic, gender-bending chemical. Coke thinks shareholders don't need to know - even though they asked. Coke, being Coke, decided that this wasn't information that those who invest in the company should be privy to."

FoodQualitynews.com, "Coca-Cola dismisses BPA criticisms as shareholder coalition vows to fight on," By Rory Harrington, April 22, 2010

[Read Article](#)

"Some 22 per cent of Coca-Cola shareholders yesterday voted in favour of a resolution urging the company to disclose how it is responding to public fears over bisphenol A (BPA) used in the linings of Coke's beverage cans. But in a statement sent to FoodProductionDaily.com prior to the vote at its annual meeting, the soft drinks giant dismissed the proposal, saying it did not think the information requested 'would be useful to our shareholders'".

Art Threat, "Report from Hot Docs: Bhutto, Budrus, and a questionable contract with Coke," by Ezra Winton, MAY 4, 2010

[Read Article>](#)

"**And now finally, the ethics of the fest:** I plan on writing about this more in the future, but for now I'd like to flag a huge problem with this year's edition of Hot Docs. Organizers have made the massive mistake, ethically inexplicable as it is, of signing on with none other than Coca-Cola as their, get this, environmental film sponsor. At many of the social events I accosted Hot Docs management about the festival facilitating greenwashing for one of the world's worst human rights and environmental abusers..."

Upside Down World, "Movie Review: The Coca-Cola Case," By Lainie Cassel, May 3, 2010

[Read Article](#)

"Although only slightly mentioned in the film, organizing by groups pushing for boycotts on college campuses has been one of the most successful tactics of the anti-Coke campaign. Close to 200 universities have started Killer Coke chapters and many have been effective in actually banning Coke from their campuses...Beyond college campuses, the highly visible campaign has also attracted

activists all over North America, while the Killer Coke logo has become recognizable in Latin America as well."

Sin Permiso, "Esa inocente coca-cola...", By Gregorio Morán, May 2, 2010

[Read Article \[in Spanish/En Español\]](#)

"Llevamos un par de siglos dándole vueltas a la libertad de expresión frente a las instituciones y hemos llegado a unos grados de autonomía, irregulares y viciados, pero aceptables en ocasiones, donde la prensa y los medios de comunicación pueden criticar a la judicatura, al ejército, a la iglesia. Levemente por supuesto y según el principio hoy sagrado de la corrección política. Lo que aún no sabemos es dónde figuran los derechos de la ciudadanía frente a las grandes empresas, auténticas instituciones internacionales frente a las cuales una persona es menos que un ciudadano, es un consumidor; una nada que paga."

The Tribune, "Opposition, NGOs, farmers allege exploitation of water resources: Coca Cola's Guntur plant runs into trouble," May 2, 2010

[Read Article](#)

"A Coca Cola plant in Guntur district of Andhra Pradesh has incurred the wrath of opposition parties, NGOs and farmers for "exploiting local water resources and causing pollution". Bowing to mounting pressure from the Opposition and farmers' bodies, the state government has reversed its earlier order of allocating 21.50 lakh litres of water per day for the factory located near Atmakur village in the coastal district of Guntur."

Scientific American, "Underage, Overweight: The Federal Government Needs to Halt the Marketing of Unhealthy Foods to Kids," By The Editors, May 2010

[Read Article](#)

"Unfortunately, like the tobacco industry before it, the food industry cannot be trusted to self-regulate in this regard. In a study published in the March *Pediatrics*, investigators looked at the prevalence of food and beverage brands in movies released between 1996 and 2005. They noted, for instance, that although Coca-Cola and PepsiCo have pledged to not advertise during children's television programming, their products routinely appear in movies aimed at kids."

For more news in 2010, goto www.KillerCoke.org/news.htm

David Rovics, Coke is the Drink of the Death Squads

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[May 6, 2010 Newsletter](#)

[April 23, 2010 Newsletter](#)

[March 23, 2010 Newsletter](#)

[March 1, 2010 Press Release](#)

[February 4, 2010 Newsletter](#)

[Public Newsletter Archive](#)

"10 Critical Talking Points," February 14, 2007

[Read Talking Points in html](#)

[The Bottled Water Issue](#)

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[News Archive 2009](#)

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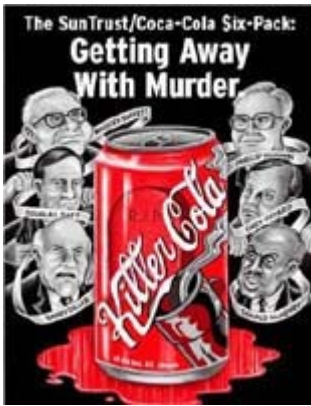
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THE TWO FACES OF COCA-COLA

Isidro Segundo Gil, an employee at a Coca-Cola bottling plant in Colombia, was killed at his workplace by paramilitary thugs. His children, now living in hiding with relatives, understand all too well why their homeland is known as "a country where union work is like carrying a tombstone on your back. [Learn More](#)

Douglas Daft, former Chairman and CEO of the Coca-Cola Co., raked in more than \$105 million in compensation for 2001. He owns 3.5 million Coke shares and 9,413 shares of SunTrust, where he sits on the Board of Directors. Since this brochure was written, there have been a number of changes in the Board of Directors [Learn More](#)

[Read "The SunTrust/Coca-Cola Six-Pack: Getting Away with Murder"](#)
[Read "The SunTrust/Coca-Cola Six-Pack: Getting Away with Murder" — En Español](#)



Dear Coca-Cola Board Members,

I am shocked to learn of your indifference to the safety of workers who bottle your products. There are undisputed reports that Coca-Cola bottling plant managers in Colombia, South America, allowed and encouraged paramilitary death squads to murder, torture and kidnap SINALTRAINAL leaders and members in an effort to crush their union. Since this leaflet was written, there have been a number of changes in the Board of Directors

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Dear SunTrust Banks Board Members,

If "The Real Thing" won't do the *right* thing in Colombia and elsewhere, SunTrust should sever all ties to Coca-COLA."

[Download Petition](#)

Royal Bank of Canada:

"Dump Reinhard from Your Board or We'll Dump You!"

[Download Petition in English](#)
[Download Petition in French](#)

Stand up for Labor and Human Rights

Boycott SunTrust, the Bank of Killer Coke

[Download Flyer](#)

Royal Bank of Canada: 'DUMP REINHARD FROM YOUR BOARD OR WE'LL DUMP YOU!'

What does Royal Bank of Canada, The Coca-Cola Co. and Dow Chemical have in common?

J. Peter Reinhard, Dow's Chief Financial Officer, is a top policy maker on the Boards of Directors of all three companies. Reinhard and his cronies at Coca-Cola and Dow Chemical abhorably refuse to accept responsibility for the severely brutal human rights and environmental abuses perpetrated by their companies. For them, corporate profits, personal wealth and power take precedence over lives and the public interest.

Coke's crimes and abuses include:

- Murder and Torture of Union Workers
- Child Labor
- Forced Labor and Human Rights Abuse
- Deaths in India, Mexico, China and elsewhere
- Forced Child Labor in Congo, China
- Slave Labor
- Aggressive Marketing to Children of Nationally Manufactured and Imported Products
- History of Racial Discrimination
- Opposition to Environmental Reform
- Slave Labor in Cuba
- Anti-union Policies in Many Foreign Countries
- Product Safety Problems

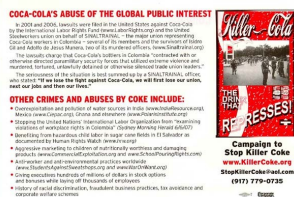
The International Labor Rights Fund and the United... A deadly po link to Brazil, India or Dow's Union-Crushing

Stand up for Labor and Human Rights! Boycott SunTrust, the Bank of Killer Coke

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REPORTS

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Coca-Cola Board of Directors

The following information is to help individuals and groups communicate their feelings directly to the top policymakers of The Coca-Cola Co. Groups may want to organize leafletting, demonstrations and letter writing campaigns at the principal offices of these directors: [View Contact List](#)

Campaign to Stop Killer Coke, "Response to Report Evaluation Mission Coca-Cola Bottling Plants in Colombia 30 June - 11 July 2008"

[Read Campaign response to ILO report](#)

High Power Committee to Assess the Extent of Damages Caused by the Coca-Cola Plant at Plachimada, India, "Abstract: REPORT AND RECOMMENDATIONS OF THE HIGH POWER COMMITTEE ON THE EXTENT OF DAMAGES CAUSED BY THE COCA COLA PLANT AT PLACHIMADA, PALAKKAD DISTRICT," March 22, 2010

[Read Report](#)

We received an email from S. Faizi, environmental expert on the committee that wrote this report: "The Report of the High Power Committee to Assess the Extent of Damages Caused by the Coca Cola Plant at Plachimada and Claiming Compensation was submitted to the govt of Kerala today. We have gathered impeccable evidence to show the depletion and pollution of groundwater caused by the company...The multidisciplinary, 14 member committee was set up by the Kerala govt. in April 2009. It was chaired by the Additional Chief Secretary Mr K Jayakumar and included heads of various depts. I was its environment expert member. Early in the course of the Committee's work Coca-Cola had sent us a threatening letter which we had chosen to ignore."

2010 Complaint on behalf of Coca-Cola workers in Guatemala against The Coca-Cola Co.

"This case involves a campaign of violence—including rape, murder, and attempted murder—against trade unionists and their families by Coca-Cola bottling and processing plants in Guatemala under the control and supervision of the management of Defendant the Coca-Cola Company."

[Press Release from Campaign to Stop Killer Coke](#)

SINALTRAINAL et al, v. The Coca-Cola Company, et al., March 31, 2008

[View Plaintiffs' Opening Brief](#)

Summary: Advancing the legal efforts began with the United Steelworkers Union in 2001, IRAdvocates is working to hold Coca-Cola accountable for the murder and torture of trade union leaders in Colombia. This case also pioneered the use of a focused corporate campaign tied to the demands made by the Plaintiffs (see www.Killercoke.org). The case is currently pending in the 11th Circuit, and the parties have been in protracted

discussions in an effort to resolve the issues.

Status: Plaintiffs' Opening Brief in *Sinaltrainal, et. al. v. The Coca-Cola Company, et. al.* was filed in the 11th Circuit Court of Appeals on March 31, 2008

International Labor Rights Fund, "ILRF & USW Bring New Complaint Against Coca-Cola, Alleging Complicity With the Colombian DAS and AUC Paramilitaries In Killing of Labor Leader," June 2, 2006

[Read Press Advisory](#)

"On Friday, June 2, 2006, the ILRF and USW filed a new Alien Tort Claims Act case against the Coca-Cola Company and its Latin American Bottler, Coca-Cola FEMSA. This new Complaint charges that managers at the Coke bottling plant in Barranquilla, Colombia conspired with both the Colombian Administrative Department of Security ("DAS") and the AUC paramilitaries to intimidate, threaten and ultimately kill SINALTRAINAL trade union leader Adolfo de Jesus Munera on August 31, 2002. The Complaint further allege that, despite a number of warnings to Coca-Cola management in Atlanta that the management at the Barranquilla bottler has continued to meet with and provide plant access to paramilitaries, the paramilitary infiltration of this bottling plant continues unabated to this day. Meanwhile, these same paramilitaries have continued to threaten SINALTRAINAL members and leaders with death and even kidnapped the child of one SINALTRAINAL leader to pressure him into refraining from his union activities."

[Read 2006 Complaint](#)

ATCA Complaint Against Coke — Coca-Cola (Coke) Sued for Human Rights Abuses in Colombia: United Steel Workers Union and the International Labor Rights Fund, July 20, 2001

[Read 2001 Complaint](#)

ATCA Complaint Against Coke sued by Turkish Coca-Cola workers victimized by riot police under orders from Coca-Cola

Case Name: *TURIDI et al. v. THE COCA-COLA COMPANY et al.*

Plaintiff: Turkish Coca-Cola workers victimized by riot police under orders from Coca-Cola

Summary: In 2005, 105 workers at a Coca-Cola bottling plant in Istanbul Turkey joined a union and were terminated. They organized a lengthy sit-down strike in front of the main offices of Coca-Cola in Turkey. After several weeks of protesting, the workers entered the building to demand their reinstatement. While leaders of the workers were meeting with senior management for the company, the company ordered Turkish riot police to attack the workers who were by all accounts peacefully assembled, many with their spouses and children. Nearly two hundred of them were beaten badly and many required hospitalization. The victims sued for torture under the ATCA, as well as battery, assault, emotional distress under New York state law. They also brought claims for unfair business practices because Coca-Cola has been representing to the public that they are not an anti-union company and they require their bottlers to respect fundamental worker rights. The case was initially dismissed on *forum non conveniens* grounds, with the Court ordering the case transferred to Turkey. Plaintiffs instead appealed to the Second Circuit Court of Appeals, where the case is pending. The case is currently pending in the 11th Circuit, and the parties have been in protracted discussions in an effort to resolve the issues.

Status: Pending in appeals court

"10 Critical Talking Points," February 14, 2007

[Read Talking Points in html](#)

Webcast of 2008 Coca-Cola annual shareholders meeting, April 16, 2008

[Watch Webcast of 2008 Shareholders Meeting.](#)

Webcast of 2007 Coca-Cola annual shareholders meeting, April 18, 2007

[Watch Webcast of 2007 Shareholders Meeting](#)

Webcast of Coca-Cola's 2006 Annual Shareholders' Meeting, April 19, 2006

[Watch Coke's 2006 Annual Shareholders' Meeting](#)

The Coca-Cola Co., 2005 Annual Shareowners' Meeting Webcast, April 19, 2005

[Watch Coke's 2005 Annual Shareholders' Meeting](#)

"University of Michigan Falls Prey to Another Coca-Cola PR Scam," Campaign to Stop Killer Coke

[April 17, 2006 Press Release/Report](#)

WB11, New York Feature on the Campaign to Stop Killer Coke

On July 11, 2005, WB11, one of New York City area's major television stations aired a special "Fact Finders Report" on the Campaign to Stop Killer Coke called "Coca-Cola Faces Human Rights Violations." Interviewed are Campaign Director Ray Rogers, Hofstra University Campaign Activist Vanessa Cudabac, New York City Council Member Hiram Monserrate, New York City Comptroller William Thompson and American Postal Workers Union (APWU) Secretary-Treasurer Terry Stapleton. This excellent feature was watched by millions on WB11 and, as we found out from supporters, watched by others around the world on satellite television.

[[Download](#)]

[See WB11 News Feature](#)

[Read the Campaign's response to Coke's lies in this feature.](#)

Video, "State of the Union" The story of Coke in Colombia, produced by Insight News for Channel 4 of Great Britain in Spanish with English subtitles

[Watch Video](#)

"Unthinkable! Undrinkable! A Campus Campaign Overview," a USAS Campus Guide

[Read USAS Campaign Overview](#)

War on Want, Press Release and Report, "Coca-Cola under fire as World Cup comes to London, Released March 20, 2006

[Read Release](#)

[Read Report, "Coca-Cola: The Alternative Report"](#)

[En Español](#)

[War on Want's Coke Campaign Site](#)

Colombia Solidarity Campaign, "The Anti-Coke Manifesto," By Andy Higginbottom, Secretary, Colombia Solidarity Campaign

[Read Manifesto](#)

[Read Manifesto in Italian](#)

LABOR AND HUMAN RIGHTS: 'The Real Thing' in Colombia, By Lesley Gill

[Read Report](#)

"Inside the Real Thing: Corporate profile on Coca-Cola Corporation," Report by the Polaris Institute (Canada)

[Read the report in pdf format](#)

McMaster University, "Anti-Monopoly, For Choice: An Evaluation of Coca-Cola Ltd.'s Presence at McMaster University"

[Read Pamphlet](#)

NYC fact-finding delegation's report on human rights violations by Coke — Final Report, NYC Council Member Hiram Monserrate, April 2004

View Full Report in [pdf](#) — [html](#)

[View Appendices](#)

[Monserrate Report in Italian -- pdf format](#)

[Monserrate Report in Italian -- html format](#)

International Labor Rights Fund, "Another "Classic Coke" Move to Deny and Delay Accountability for Human Rights Violations in Colombia," March 4, 2006

[Read Response](#)

"Proposal of the New York City Pension Funds for an Independent Investigation of Allegations Made Against Coca-Cola Bottling Plants in Colombia

[Read Proposal and Letter from the Office of the Comptroller of New York City](#)

How Credible is Coca-Cola? Beyond Coke's Crimes in Colombia:

This is a summary of Coke's abuses outside Colombia which should be very useful for public relations and organizing efforts. We're anxious to receive articles and other information that we can use to further document the case against Coke. We believe the evidence shows that Coca-Cola and its corporate network is rife with immorality, corruption and complicity in murder. Since Coca-Cola consistently fails to live up to the standards for "corporate responsibility" as set out in its own "code of business conduct," this report should be helpful to students, faculty and others seeking to rescind, not renew or not consider contracts with Coke.

[View Full Report](#)

Seven Points to Settlement

[Read the Seven Points.](#)

"ILRF Director Terry Collingsworth Response to Coke's Denials," July 8, 2004

[Read Response](#)

Schools Active in the Campaign to Stop Killer Coke

[Read Report](#)

"Why Does the IUF Attack SINALTRAINAL?"

[Read Report in pdf format.](#)

[Read Report in html format.](#)

Historic Settlement: Ingram vs. The Coca-Cola Company (for racial discrimination)

[Read About the Lawsuit](#)

United Students Against Sweatshops' Statement, "Cal-Safety Compliance Corporation is Not a Credible Monitor for Coca-Cola's Labor Practices," April 15, 2005

[Read Report](#)

"... there are ample grounds to conclude the Cal-Safety is unfit to monitor Coca-Cola's labor practices in Colombia. Indeed, given its repeated failure to find egregious violations in high profile cases of worker abuse, its status as a for-profit corporation, its practice of monitoring generating revenue from the major corporations for whom it monitors, its lack of experience with the core issue of freedom of association, its flawed methodology in visiting factories and conducting worker interviews, and its utter lack of transparency, Cal-Safety should easily be

ruled out as a candidate for credibly investigating the case of Coca-Cola in Colombia."

Coca-Cola Brands

(It should be noted that some of the listed brands are NOT produced by Coke, but are distributed by Coke in some regions, including A&W and Schweppes.)

The Coca-Cola Co.

The Coca-Cola Company's Brands (A-Z)

[Full List](#)

Responsible Shopper

[Responsible Shopper \(Co-op America\): Coca-Cola Analysis, Brands and Companies](#)

[Analysis of Coke](#)

Alternatives to Coca-Cola

(In addition to these alternative companies, you might find local beverage companies. In some regions, Coca-Cola might be distributors of the alternative beverages; for example, in some regions, Cadbury Schweppes products such as Dr. Pepper are distributed by Coke.)

[Read List of Coke's Competitors](#)

[Adirondack Beverages](#) United States, mostly in the Northeast

[Afri-Cola](#), Germany

[Auvergnat Cola](#), France

[Avery's Beverages](#), New Britain, Connecticut, U.S.

[Barr Soft Drinks](#), Scotland

[Ben Shaws](#) (UK)

[Big Cola](#), Mexico

[Blue Sky Natural Soda](#), United States

[Breizh Cola](#), Brittany, France

[Bolthouse Farms](#), United States, Canada & Puerto Rico

[Boylan's Premium Beverages](#), Williamsville, New York, US

[Charlie's Soda Co.](#), Australia/New Zealand

[Faygo Beverages](#), Detroit, Michigan, USA

[Fentimans](#), Riding Mill, Northumberland, UK

[Fizzy Lizzy](#), United States, Japan, Bermuda and St. Barts

[GuS Grown-Up Soda](#), New York, NY, US

[Hank's Beverages](#), Trevose, Pennsylvania, US

[Hansens Natural Soda](#), United States

[Hosmer Mountain Soda](#), Connecticut, U.S.

[Jones Soda](#), Seattle, Washington, US

[R.W. Knudsen Spritzers and Juices](#), United States

[Polar Beverages](#), New England, U.S.

[Santa Cruz Organic Spritzers and Juices](#) United States

[Steaz Green Tea Soda](#), Newton, Pennsylvania, US

[The Switch Beverage Co.](#), United States

[Tommy's Naked Soda](#) (U.S. Northeast)

[Ubuntu Trading](#), (Fair Trade), UK

[Zevia](#) (United States)

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