

“Si Se Puede—It Can be Done,” boycott poster, 1978

On August 22, 1966, the United Farm Workers Organizing Committee (UFWOC), later renamed the United Farm Workers of America (UFW), was formed. Under the founding leadership of Cesar Chavez and Dolores Huerta, the UFW won many labor or civil rights concessions for disenfranchised Mexican-American farm workers. Before the rise of the UFW, working conditions were harsh for most agricultural workers. On average, farm workers made about ninety cents per hour plus ten cents for each basket of produce they picked. Many workers in the field did not have even the most basic necessities such as clean drinking water. Through a series of demonstrations, strikes, and protests, illustrated by this poster boycotting grapes and lettuce, the UFW brought these issues to the public’s attention.

