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American Anthropological Association announces Coca-Cola resolution

The American Anthropological Association's Executive Board has adopted the following statement regarding the Coca-Cola Co.:

"Given the growing anthropological record of problems in communities where The Coca-Cola Company operates and with operations of The Coca-Cola Company globally, the American Anthropological Association endorses boycott actions against The Coca-Cola Company as specified below.

Investigations thus far have created a scholarly record of the operations and impact of The Coca-Cola Company through interviews with eyewitnesses; union organizers and other stakeholders; field observations; and archival research.

Their findings indicate that The Coca-Cola Company has not been sufficiently proactive in protecting workers and their families from intimidation and violence, that internationally recognized rights to organize unions have not been respected, and that information disclosure has been inadequate and insufficiently verified by independent sources.

Based on these findings, the American Anthropological Association supports the Colombian union SINALTRAINAL's call for a boycott of The Coca-Cola Company and its products, and calls its members to do the same, until Coca-Cola agrees in good faith to negotiate with workers."

The resolution was adopted by the Executive Board in May 2006 at the recommendation of AAA's Labor Relations Commission and in response to a report by anthropologist Lesley Gill, a specialist in Latin American human rights and political violence with American University. The report, "Labor and human rights: The 'real thing' in Colombia," was published in the October 2005 issue (Volume 3, No. 2) of *Transforming Anthropology*, a journal published by AAA. Similar resolutions have also been adopted by AAA sections, including the American Ethnological Society and Society for Cultural Anthropology.

Founded in 1902, the American Anthropological Association is the world's largest professional organization of anthropologists and others interested in anthropology, with an average annual membership of more than 10,000. The Arlington, Va.-based association represents all specialties within anthropology - cultural anthropology, biological (or physical) anthropology, archaeology, linguistics and applied anthropology.

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