



*Coca-Cola*  
**No Thanks!!!**

**STOP**

*Killer Coke*

**The Boycott *Coca-Cola* Campaign**







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S T O P  
*Killer Coke*  
BOYCOTT COCA COLA

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# *The Boycott Killer Coke campaign*

The Boycott Killer Coke Campaign is an initiative of several organizations concerned in finding alternatives to Coke in light of its many abuses and crimes throughout the world. From Colombia to India and throughout the world there are countless examples of the injustices committed by the Coca Cola corporation. The “pause that refreshes” has provoked death and destruction. Do you know what Coke is doing in your home town?

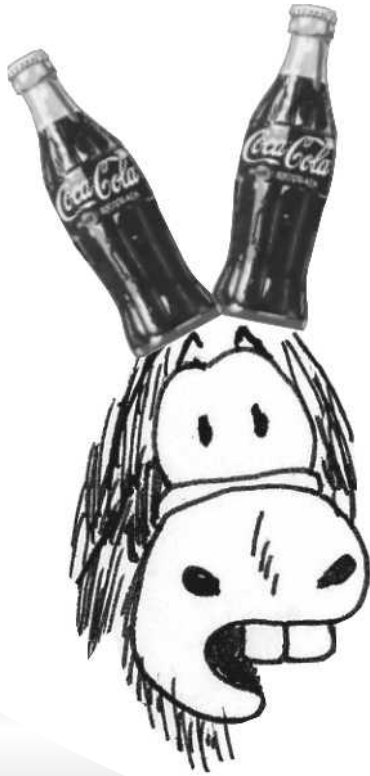
Mexico is one of the main consumers of Coke in the world, and Chiapas is one of the principal consuming states within Mexico. In Chiapas there have been violent confrontations between indigenous communities over water use and distribution. While people are being killed over a water well and access to water is denied for debts as little as US\$5, the Coke company is the largest user of water in Chiapas and possesses all the rights and privileges to continue doing so.

Unsustainable water usage by the Killer Coke company is having an impact on our towns and villages. For this reason we have resolved to put together a bit of information on the company, emphasizing topics such as nutrition, health, natural resources, labor rights, culture, economics, politics, human rights, and others. In so doing, we have joined the international Boycott Killer Coke Campaign in order to expose Coke's nefarious activities and to search for alternatives.

But while abuses by Coke have been numerous, they have been matched by the struggles of peoples throughout the world, who undertake information campaigns, boycotts, demonstrations and jointly carry out different protest activities. In Colombia, the murder of union workers at the Coke bottling plants has outraged public opinion, and in response countless protests and campaigns have been carried out throughout the world in support of the Colombian people.

This pamphlet is one more effort to denounce what's happening and to call for mobilization. Join the campaign, find out for yourself, make your voice heard. We have the right to express our opinions and demonstrate, to choose what we consume, to decide the future we want for our children. We must not remain silent.





*More Coca-Cola*

*Less Culture*

# *Have a Coke and forget who you are*

Coca Cola is the world's most recognized beverage, the most widely distributed and can be purchased in over 200 countries. That's more countries, in fact, than participate in the United Nations. Coke's profits exceed the national budget of several countries.

The expansion of Coca Cola seems to parallel a process of interventionism and hegemony of the United States in the world. Cultural dominance is one facet of this, not just because Coke is identified as American but, above all, because it promotes a consumer-oriented life style.

"We have our own representative of the Department of State in the Coca Cola company. They provide me ahead of time with reports on any given country, its problems, its leaders, and when I go there, they will introduce me to the leaders of these countries." Jimmy Carter, president of the USA.

Coca Cola was "a drink sent from heaven". Much as "a missionary who goes to a foreign land to teach the rudiments of a faith, the Coca Cola man should be practical and an entrepreneur." Warren Candler, brother of the owner of the Coca Cola company, bishop of the Methodist Church, December 28, 1899.







*Frictions and afflictions will arise, men will feel greatly irritated and their feelings will be put to the test (...) wars may break out. We will be able to survive them. Revolutions may be unleashed. And we will subsist. The Four Horsemen of the Apocalypse may ride over the earth and return and Coca-Cola will continue to exist. The slogan is to endure, Coca-Cola is not of yesteryear, it is of tomorrow.  
Ernest Woodruff, yet another president of Coca-Cola.*

In 1999, Mexican drinkers of Coke gave the company 10% of its world profits. On average every Mexican consumes 431 8-ounce glasses, an amount equivalent to 16 billion unit boxes. Monterrey, the second largest city in the country, located in the state of Nuevo León, consumes more Coca Cola per capita than any other city in the world.

At the entrance to the town of San Miguel de Allende, Guanajuato in Mexico, where foreigners control 90% of all the real estate in the historic city center, a large banner reads: "Welcome to San Miguel de Allende, Coke Territory". Formerly Chichimeca Indian lands until the end of the XVI century, the area is now Coca Cola territory since the end of the XX century.

A Texas bottler once said, "the kids play with basketball at recess with Coca-Cola balls, use Coke erasers, consult Coke thermometers, and take notes in Coca Cola notebooks.

# *Santa Claus works for Coca Cola*



All boys and girls hope Santa Claus will come sliding down the chimney bearing gifts. Rich or poor children, in the North or in the South, Catholic or Protestant, can have their picture taken sitting in Santa's lap almost anywhere in the world, be it New York's Fifth Avenue or the Christmas tree that the Coke company sets up every year facing the cathedral of San Cristóbal de Las Casas, Chiapas, Mexico.

Turns out... Santa doesn't exist,  
it's a Coca Cola invention



The Santa we now know, dressed in Coke's characteristic red and white colors, was invented in 1931. It was Haddon Sundblom's brainchild. Sundblom, of Swedish origin, worked for many years as an illustrator for Coke. He dreamed up a jovial and lovable grandfather character, with a flowing beard, mirthful and chubby, with a big belt round his belly, a cap on his head and shod with black boots. The important detail is that this Santa was dressed wearing the Coke company colors. Since then, we've all had to gag him down each December.



*Coca-Cola*  
*is dangerous to your health*

# Coca-Cola

## *is dangerous to your health*

Soda pop has no nutritional value, contain no vitamins, proteins, minerals, but does contain a tremendous amount of sweeteners and additives such as preservatives and coloring. Among the “known” ingredients of Coke are phosphoric acid, an additive that also happens to be one of garage mechanics' favorite anticorrosives, used for cleaning motors, bumpers,

etc.). Once consumed, however, it weakens our bones, since it prevents them from absorbing calcium.

Further, a mixture of phosphoric acid, refined sugar, fructose prevents the absorption of iron, which can lead to anemia and greater susceptibility to diverse infections, mainly in children, the elderly and pregnant women.



## To weaken your bones...



## Drink Coca-Cola



**GASTRITIS WITH BUBBLES**

toma lo bueno

Coca-Cola

INMUEBLES  
DEL GOLFO  
S.A. DE C.V.



**DON'T BE A FOOL, LOOK FOR ALTERNATIVES**

toma lo bueno

Coca-Cola

In Chiapas, Mexico, a Coke  
costs 3 and a half pesos  
(US \$0.30)

## How much do you drink?

5 Cokes a day = \$17.50  
(US \$1.70)

## By year

- Per person = \$6,378.50  
(US \$607.50)
- Per family (4 persons) = \$25,550  
(US \$2,434)
- In an indigenous community  
with 100 families = \$2,555,000  
(US \$243,334)
- In an indigenous organization  
of 20 communities = \$51,100,000  
(US \$4,866,667)

**Got anything else to spend  
your money on?**



Cola soft drinks contain a substance that is “potentially addictive”, caffeine, extracted from the cola nut, one of Coke's famous ingredients. Caffeine, if consumed in modest quantities (20 mg.) Stimulates the nervous system and produces pleasant sensations, but if taken in heavy doses (400 to 600 mg.) can produce insomnia, abnormally rapid heartbeat, headaches, and even anxiety attacks. A can of Coke contains about 50 mg. of caffeine. How many cans do you drink??

Coca Cola also contains carbonated gas, an ingredient that according to AMEDEC (Mexican Association for Consumer Defense Studies) leads to “psychological addiction”.

Coke's black color is the result of an additive called e-150, associated with a deficiency of vitamin B6, a necessary component for metabolism of proteins and general health of the blood system. Its deficiency can cause anemia, depression, and even confusion, hyperactivity, low blood glucose, amongst other symptoms.



*Have a Coke*



As if this weren't enough, the sugar found in soft drinks can over time dissolve teeth enamel, weaken them and cause cavities. Further, sugar that is not immediately transformed into energy by the body is stored as fat, leading to extra unwelcome weight and possibly to obesity.

A can of Coke contains approximately 10 teaspoons of sugar and, according to a study published in *The Lancet*, the probability of a child becoming obese increases by 1.6% with each additional can per day consumed of a sugar-sweetened soft drink. Obesity can be aggravated by poor blood circulation and heart problems. Obesity can also cause serious physical and psychological problems such as depression, food-related disorders and low self-esteem. In some individuals Coke can trigger gastritis. And all of this comes packaged with zero nutritional value. The Coca Cola company was named one of the "10 Worst Companies" in 1998 by Multinational Monitor for having "filled American children with sugar and soda water".

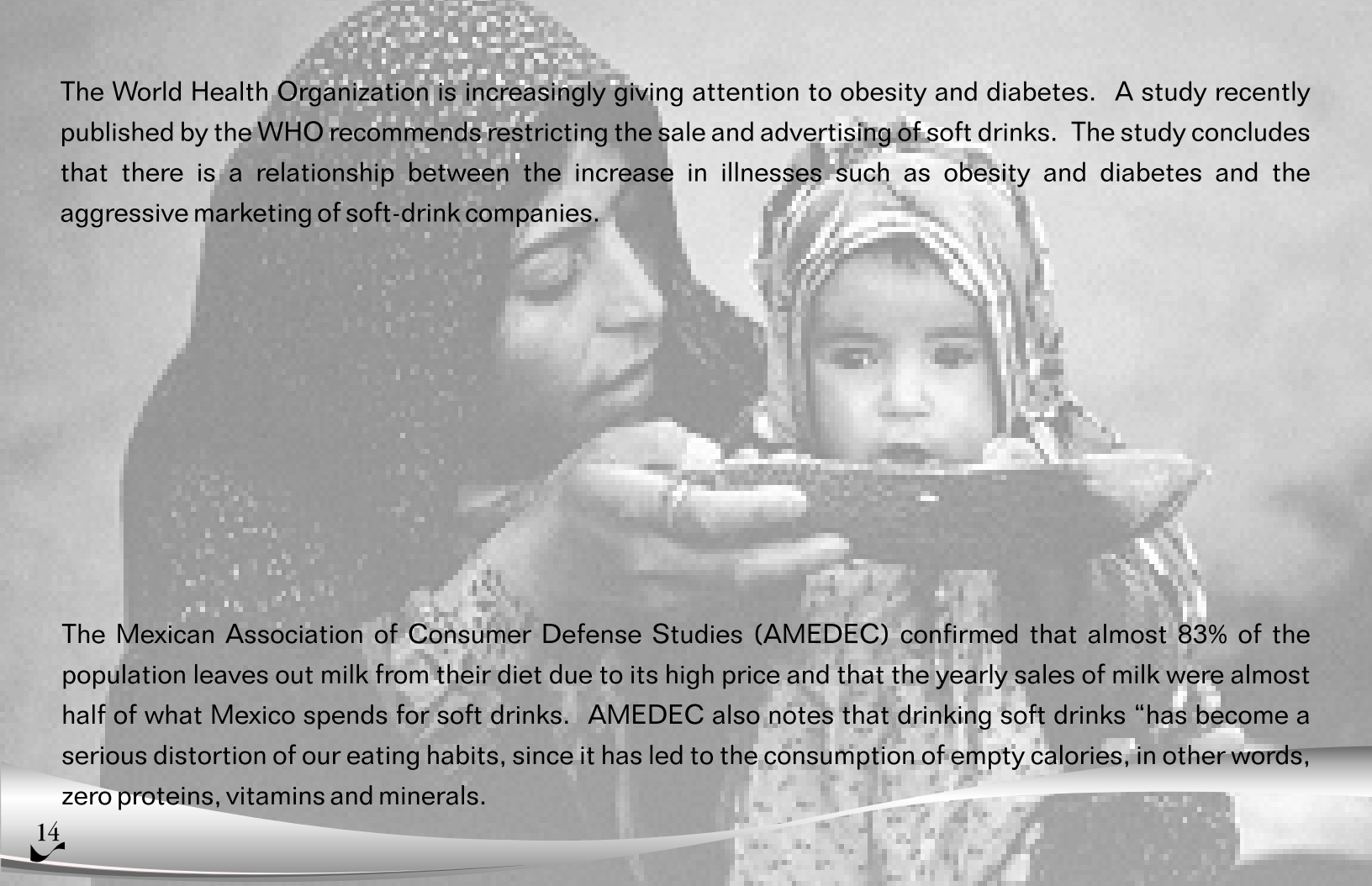






In many indigenous communities in Chiapas, local authorities use Coke and other soft drinks as payment and punishment of misdemeanors.





The World Health Organization is increasingly giving attention to obesity and diabetes. A study recently published by the WHO recommends restricting the sale and advertising of soft drinks. The study concludes that there is a relationship between the increase in illnesses such as obesity and diabetes and the aggressive marketing of soft-drink companies.

The Mexican Association of Consumer Defense Studies (AMEDEC) confirmed that almost 83% of the population leaves out milk from their diet due to its high price and that the yearly sales of milk were almost half of what Mexico spends for soft drinks. AMEDEC also notes that drinking soft drinks “has become a serious distortion of our eating habits, since it has led to the consumption of empty calories, in other words, zero proteins, vitamins and minerals.

# Contaminated Cokes

In June 1999 the Benelux countries (Belgium, Netherlands and Luxemburg) pulled all Coca-Cola company products from store shelves and advised consumers to return those products recently bought. Turns out that the products were contaminated. Around 200 cases of contamination had set off alarm bells. Doctors found that some of those affected by contaminated Coke products suffered from a high levels of red-corpuscle destruction, which is generally associated with anemia, kidney problems and, in extreme cases, death.



Products pulled from the shelves include Coca-Cola, Diet Coke, Decaffeinated Coke, Diet Decaffeinated Coke, Sprite, Diet Sprite, Nestea, Nestea Splash, lemon, orange and grape-flavored Acuario, Bon Aqua and Kinley tonic water.

Also in 1999, Coca Cola was forced to recall 33-centiliter bottles of Bonaqua mineral water in Poland when mold was found inside the bottles.



Coke continues to be sold in contaminated bottles in India. During the summer of 2003 pesticides were shown to be present in soft drinks sold by Coca Cola and Pepsi Co in India. In February 2004 the Indian Parliament confirmed that Coca Cola and Pepsi Co sold contaminated soft drinks that put consumers' health at risk. The amount of pesticides found in the soft drinks was greater than European regulations permit, 30 times greater in the case of Coke and 36 times greater in Pepsi's case. The residue was from pesticides used to control mosquito outbreaks. They should be avoided by humans since they can lead to cancer or the breakdown of the immune system.

In 2000 in San Cristóbal, Chiapas, Mexico, lab results on samples of “processing waters” studied by Kampe Laboratories, contracted by the Coca Cola company, revealed double the amount of lead permitted by health regulations, yet production was not stopped. At other times consumers have reported finding a slime-like substance inside sealed bottles of Agua Ciel, made by the Coca Cola company. Coca Cola confirmed that two lots of Agua Ciel from its Villahermosa plant did have growths of mold, leading to a recall of the product.

*Labor rights and  
CocaCola*



Coca Cola's recent history must be situated in the context of neoliberal policies, multinational corporations' predatory practices over natural resources, structural adjustment policies and, among the latter, labor reforms that strip workers of their rights. In practice this translates into freezes on salaries and the weakening or elimination of trade unions, disappearance of collective-bargaining contracts, loss of job benefits (housing credits, health care plans, etc.), firing of workers with the most seniority and thus diminished retirement benefits; loss of retirement packages; loss of profit-sharing programs; conversion of all jobs to temporary employment, appropriation of workers' savings in

bank accounts that mostly benefit the banks; a decrease in what's spent on worker safety and protection; use of mass layoffs; forcing workers to work overtime without additional pay, or threatening an employee with losing a job to another worker that needs it more, among many other practices that affect workers.



# *Coca Cola against the right to life and human rights*

On January 2, 1980, the International United Food Workers Union (IUF) announced that a union member at Coca Cola, Pedro Quevedo, had been murdered. A few months later another four members of the Union were murdered. In several Latin American countries where protest demonstrations were held, Coke signs were torn down and others were painted over with the phrase "Coca Cola murders!" Factories and trade-union offices were occupied by military forces and Coke security forces. In one of the factories, a workers, Edgar René Aldana Ruano, was tortured and murdered.



In 1989, Avelino Chicanoy a Colombia trade union worker at a Coca Cola plant was murdered. There were immediate mobilizations against the company. In 1994 another two Colombian trade union leaders were murdered. The following year, another union worker was murdered. In 1996 two more trade union leaders and workers were murdered at the hands of paramilitaries linked to Coca Cola. In 2001 another Coca Cola union worker was killed. Yet another fell in 2002. Blood flowed from Coke bottling plants and in response the campaign against Killer Coke picked up steam in 2002 and 2003.

For many people around the world, purchasing Coke products means supporting the war against Iraq and its occupation. Why? Coca Cola was one of the companies that financed George W. Bush's campaign to the tune of US\$610,000.

In countries such as Guatemala, Philippines, Pakistan, India, Israel or Venezuela social movements have denounced Coca Cola directly or its subsidiaries for using violence, ignoring labor laws, abusing workers, financing or otherwise opposing democratically elected governments in order to further its profits.

The Coke company has been accused of fostering racial discrimination with its irrational use of water resources and the damage it causes to the environment. It has avoided responding to consumer demands that it cease using scarce natural resources and genetically-modified organisms.

In 2001 the Coca Cola company paid US\$20.2 million to settle a lawsuit brought by 1,100 workers that claimed that the company had not paid overtime legally due them.





In 2002, nine Coca Cola employees denounced the company for having cheated workers of US\$200 million that they were due over a four-year period.

The office of the Department of Labor that oversees the application of US labor standards audited the company in 2002 that concluded that the workers had not been properly compensated.

The Coca Cola company also faces labor problems elsewhere. For example, in Uruguay, the Federation of Beverage Workers (Fetrabe) resolved to stop distribution of Coca Cola products in four regions due to work contract abuses.





Human Rights Watch denounced in June 2004 that Coca Cola, together with other companies, were taking advantage of child labor to harvest sugar cane in El Salvador. It's been shown time and again that this is a very dangerous for children. Almost all children interviewed by Human Rights Watch declared that they had suffered cuts on hands and legs while cutting cane.

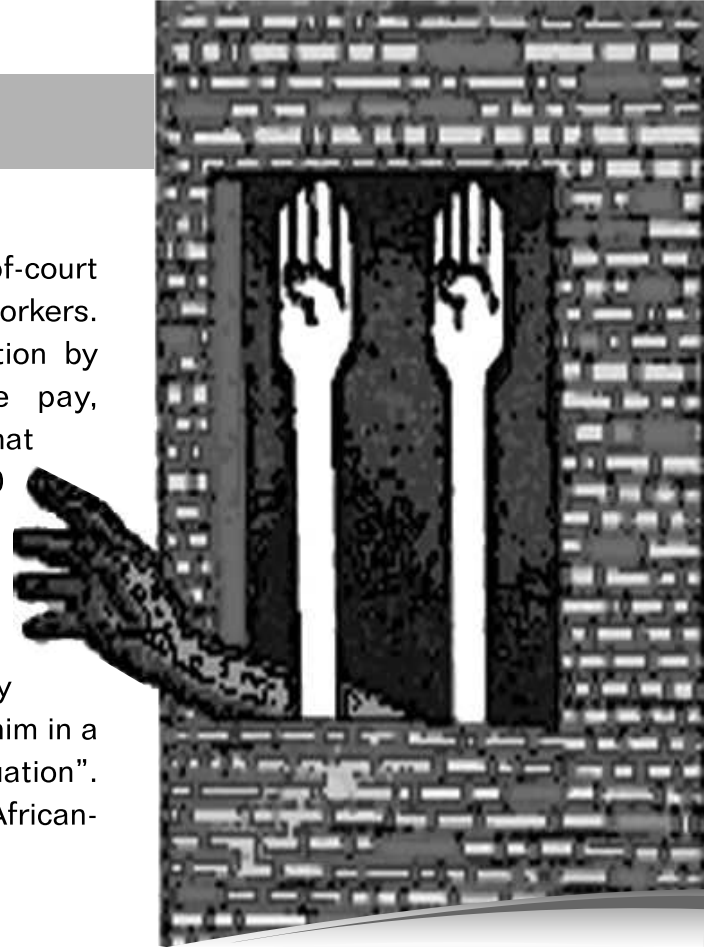
In Tapachula, Chiapas, Mexico, the FEMSA company bought in 2002 the Tacaná bottling plant and immediately fired all shop-floor workers and shut the plant. In the past few years more than 10,000 Coca-Cola workers were fired and replaced by temporary workers.



# *Racial Discrimination*

In November 2002, Coca Cola came to an out-of-court settlement by paying US\$192.5 million to 2,000 black workers. The company had been accused of racial discrimination by deliberately denying African-Americans adequate pay, promotions and evaluations. Staff at the plant alleged that Coca Cola paid its employees of color about US\$27,000 per year less than average white workers, while restricting opportunities for internal promotions to workers of color.

In January 2002 a Coca-Cola employee sued the company for racial discrimination due to the fact that “it treated him in a less-favorable way than white employees of the same situation”. The employee also accuses Coke of denying other African-American employees opportunities for promotion.



Coca Cola is the largest employer in Africa, with some 100,000 employees and has undertaken a large-scale campaign for the education and prevention of HIV/AIDS. It has also given money to the United Nations for the cause and has even founded an association dedicated to alleviating the problems of this pandemic.

Yet Coca Cola has for decades increased its profits through the exploitation of cheap labor on the African continent but has refused to pay for treatments of HIV/AIDS for its workers there.

*Racial discrimination is nothing new at Coca Cola. In 1950 the company did not employ even one person of color at a managerial position, in spite of the fact that Georgia has a large black population. It would be until the mid 1950s that black people would appear in Coke ads, but only in Ebony magazine, edited by and for African-Americans.*





*Coca-Cola*

**Wars and**

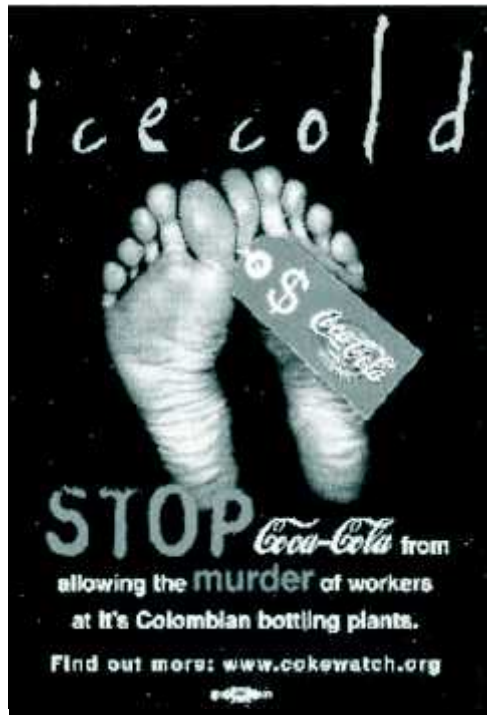
*Coca-Cola*

# Extort... and conquer

The war waged by soft-drink distributors is a well-known secret among smaller stores, restaurants and businesses. Gaining exclusivity means getting a canvas overhang, tables, chairs, refrigerators from Coca Cola. "Some shopkeepers state that Coca Cola has threatened to withdraw the supply of Coke if they decide to also stock Big Cola...they have withdrawn [Big Cola] from their shelves out of fear of reprisals." At small shops in San Cristóbal, Chiapas, just ask for a Big Cola and you'll be told that they are not sold because Coca Cola "confiscated" them and exchanged every bottle of Big Cola for two bottles of Coke.

Coca Cola's exclusivity was formally denounced at Mexico's Federal Commission of Competition by Coke's principal competitors, PepsiCo, Consorcio Aga and Sidral Mundet, since it is a violation of free trade. On October 26, 2000 the Commission ordered the Coca Cola company to change its policy of exclusivity, but Coke sought an injunction.





Xoxocotla is an indigenous town in the state of Morelos where it is easier to find beer and soft drinks than milk. One day, Coca Cola told small shop owners that, if they wanted to continue receiving the company's soft drinks, they would have to stop stocking Pepsi and Boing soft drinks. No one in town liked the order. "Who does Coca Cola think it is to decide what we can sell and what we can drink?". People gathered in the plaza and in a community assembly decided to bar Coca Cola from entering the town. From then on, people still spontaneously gather if they see Coke trucks approaching to make sure they don't enter the community.

The European Union announced in February 2004 that it will file charges against Coca Cola for disloyal competition. The US corporation had to face European Commission charges in June 2004, accused of signing exclusivity contracts with supermarkets to assure the most prominent display.

Another well-know case, the so-called Burger King fraud, occurred in 2003. Coca Cola cooked the books regarding sales of a new soft drink to Burger King and the latter corresponded the back scratching by spending US\$65 million to install new vendor equipment.

In October 2003, an Iranian tribunal fined Coca Cola US\$7.15 billion for failing to live up to a US\$15 million contract signed with an Iranian company in 1993. Coca Cola not only failed to honor what it had agreed but with the money, divided in two, it took over the property of the Iranian company [Gaby, esto no está claro, al menos yo no lo entiendo]. Coca Cola defends its action by saying that it walked away from the investment in order to comply with economic sanctions that the United States imposed on Iran.

In Chiapas, in the municipality of Teopisca, Mr. Nemesimo told us that "it's been three years that we've opposed this soft drink [Coke] since it's been divisionary in our community. We are a group of families who have lived through many fights in Mitzitón because we've been run out after a strongman forced all families to buy Coke at his store. He did this to sell 20 cases a week. Sometimes we complied because of peer pressure since we were told that if we didn't purchase Coke there, the community store might close and then we couldn't buy other items we need (salt, sugar, pills, among other).





A decorative background consisting of several overlapping, wavy, horizontal bands in shades of gray, creating a sense of movement and depth.

*CocaCola Destroys*

**The environment**

# *Killer Coke Pollutes*

Coca Cola sells soft drinks that contain pesticides in India, a fact confirmed by the Indian Parliament in February 2004. In the Indian state of Kerala, Coca Cola has been accused of distributing toxic wastes to peasants, telling them that they were fertilizers.

The president of the Commission for Pollution Control in Kerala, Paul Tachil, asked Coke's headquarters to stop distributing “dangerous garbage” to the state's farmers after learning that the company had polluted the water around the town of Plachimada with cadmium. Greenpeace has undertaken a campaign against the Coca Cola plant in Plachimada for polluting the water and harming residents.

The Center for Science and the Environment pointed out in August 2003 that Coca Cola bottlers are using polluted water from the subsoil for its soft drinks. The Indian Parliament has banned the distribution of 12 soft drinks.

Although Coca Cola denies all accusations, in some affected areas, such as Perumattuy, its permits to use underground water have been canceled.

Coca Cola has caused severe water shortages in many towns throughout India by over-exploiting water resources for its bottling operations. Public Citizen has found that “the company has been implicated in other corrupt and violent acts throughout the world”.



Kerala Residents protest against Coca Cola  
Liz Stuart/Christian Aid



At least five communities in India suffer from a lack of water due to Coca Cola bottlers in the vicinity that are pumping out enormous quantities of water to produce soft drinks. Further, the water that remains is contaminated by the bottlers' activities. Thousands of poor rural families have been affected.

Environmental damage in the Himalayas. In 2002 the Indian government fined Coca Cola, Pepsi and Nestlé for having painted advertising on walls in the Himalayas, and especially in a pass considered to have great environmental value. The fine for “commercial vandalism” was 4,000 euros. A report on the sentence indicated that none of the companies had asked permission and noted that the damage is “irreparable”.

In May 2003, the Panamanian National Environmental Authority fined Coca Cola for negligence after having polluted the Bay of Panama and Panama City's ecosystem with colorings. The fine was US\$300,000 and assessed for having polluted the city with a leak of coloring into the Matasnillo river and part of the Bay.

At the Coca Cola plant in Chiapas, ammonia escaped from its bottling plant, affecting surrounding neighborhoods. Earlier, in 1998 in Mexico City, the Coca Cola Export Corporation was one of two plants that failed to comply with goals to reduce industrial activities by 30% or more during environmental advisory alerts.



Coca Cola

# *Taking over Water sources*



According to the World Health Organization (WHO), some 1.8 million people die every day due to diarrhea and gastroenteritis as a result of drinking inappropriate water. Of these deaths 90% were of children under five years of age in developing countries. The WHO estimates that 1.1 billion people in the world have no access to drinking water and another 2.4 billion have no basic sanitary services.

Meanwhile, governments are privatizing sources of water. Rivers, lakes, underground aquifers, springs, dams, etc., are being sold to multinational corporation.

The commercial use of water is not limited to Coca Cola, of course. Yet Coca Cola uses enormous amounts of water to make soft drinks or to bottle water itself. In fact, the sales of bottled water are about to overtake soft-drink sales throughout the world.



Countries with a large overweight population have undertaken campaigns to encourage health diets where water, not soft drinks, are the preferred choice. The home of Coca Cola, the United States, is one country where awareness campaigns are underway. The bottle-water market has grown in the U.S. by 81% in just five years, with sales of some 8 billion dollars. Just in Spain, the bottled-water market is worth 500 million euros.

Who wouldn't like to  
**control water sources?**

The control of water sources is a worldwide strategy of the principal electricity-generating multinational corporations (Endesa, Unión Fenosa, and others) and the water-consuming corporations (Coca Cola, PesiCo, Suez, Vivendi, Nestle, Dannon), plus others, such as the paper and mining multinationals.

In Mexico the Coca Cola bottling plants avoid paying the real price of the water they consume. Most, with complicity from elected officials, have been legally authorized to pump out subsoil water for their industrial processes. They thus use a strategic resource that belongs to the country for their own profit due to government concessions and corruption.



“The Coca Cola formula is a secret, but now it's been revealed...that the main ingredient in one of its products in Great Britain is ordinary tap water”. Yes, it was found that Coca Cola sells plain tap water under its Dasani label. On March 2, 2004 the Coke company “recognized that under the Dasani label, what was really being sold was plain tap water”



That's right. The water sold as Dasani is taken from the London city water system. “The water is piped to the Coca Cola plant in Sidcup by Thames Water, the British water service company. In addition to selling water to the consumer that's available at home “on tap”, the bottle sells for 95 pence, while Coca Cola pays 0.0632 pence per liter it takes from Thames Water. Thus the liter of Dasani costs consumers 1,503 times what it costs Coca Cola to take it from its tap.

Not enough? It's been found that coke's bottled water has been found to have levels of bromide many times above British legal limits. Although Coca Cola argued that Dasani has greater filtration than tap water, it was finally forced to remove the product from the market. So...do you know what Coca Cola is doing in your country?



# Alternatives



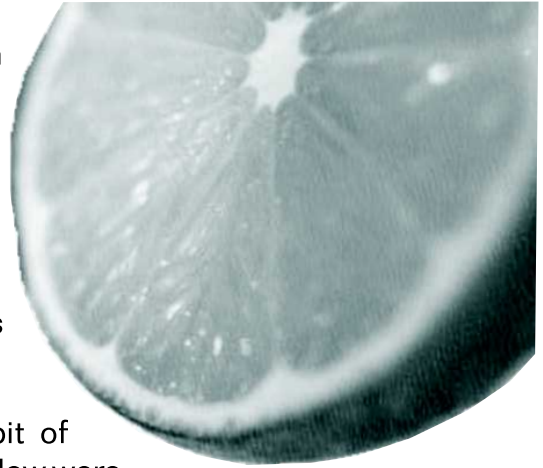
No matter how hard we struggle against a gigantic multinational company such as the Coca-Cola company, from time to time we must surely wonder whether or not we're making a difference, if we're having any impact. We struggle endlessly and yet around us there are still millions of people buying and drinking Coke products. Will anything ever change, we wonder. Yet, we shouldn't despair. We as consumers have a good deal of purchasing power. Although it is difficult to find and consume alternatives products to those produced and marketed by a company with worldwide reach, dazzling us with its marketing savvy, it's not impossible. Our decisions may seem isolated and irrelevant, but the impact is much greater than what we think.

A worldwide "Don't Drink Coca-Cola products" boycott has been underway since 2004, backed by the World Social Forum. Many people, schools, collectives, organizations and communities throughout the world have stopped buying and consuming products made by the Coke company.

In 2004, students at the largest university in Dublin, Ireland decided for the second time to do away with sales of Coca-Cola on campus, as a response to the murder of trade union members in Colombia and to accusations that Coca-Cola was involved.

In November 2005, the University of Michigan in the United States banned all Coke company products from campus, until accusations made by ex-workers at Coke plants in Colombia of human right violations by the company are investigated.

If we purchase and promote the consumption of local products such as corn, fruit, honey and others, with which drinks may be made, we can have an impact on our health, but also in production, consumption, and the value of products from the countryside. This type of change also promotes the value of local and domestic markets. So, for example, instead of buying Coke, why not buy a kilo of oranges or lemons, preferably from orchards close by, and make orangeade or lemonade, or tea? Doing so will help our pocketbook as well as our health.



Another way of changing our consumption patterns is to do a bit of investigating: where do the products that we purchase come from? How were they made, by whom, do workers receive a just salary, are they from a company that has socially and environmentally acceptable conduct? We generally don't ask ourselves these questions when we go shopping, but a bit of information can go a long way in helping us make correct choices.

Some recommendations:

In Brazil: Guaranito drink. This is the first refreshment made from fair-trade guarana (a tropical fruit). **Some 97% of the ingredients (water, sugar and, of course, guarana) come from fair trade channels.**

In Mexico: buy products made by La Pascual Boing. This is a worker-run cooperative that has struggled against corporate globalization and unfair competition by companies such as Coke or Pepsi. The cooperative began 1985 after workers won a three-year struggle for the respect of their labor rights. Currently half of the 5,000 workers are co-op members, there are no owners and it is totally self-run. The significant amount of fruit that the cooperative uses to make its refreshments comes from local campesinos (peasants).

# *Bibliography* *and other campaigns*

This booklet was written using a number of sources that are involved in the Stop Killer Coke campaign in various countries throughout the world. If you would like to have more information you should visit the web sites of the Stop Killer Coke campaign members, or consult the bibliography below.

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# HERE ARE

## 10 REASONS TO QUIT

# *Killer Coke*

1. Coca Cola is dangerous to your health and that of your children.
2. Coca Cola has used and/or is using genetically-modified ingredients.
3. Coca Cola creates addiction.
4. Coca Cola pollutes water sources with its INDUSTRIAL wastes in many parts of the world.
5. Coca Cola leads to the displacement of indigenous people.
6. Coca Cola is taking over water sources that belong to everyone, and is promoting a neoliberal principle, e.g., water privatization, in addition to the fact that you buy back from Coke our own water as a soft drink.
7. Coca Cola has financed George Bush's campaigns and his government's militaristic policies throughout the world.
8. Coca Cola violates workers' human rights at its bottling plants by rejecting collective work contracts.
9. Coca Cola has been linked to murders, torture, disappearances, death threats of trade-union members and has been linked to the armies and paramilitaries that defend its interests.
10. Coca Cola destroys cultures and traditions.

**Let's look for  
Alternatives!!!**





**Out of respect for  
our culture...**

**Let's look for  
Alternatives!!!**





S T O P

*Killer Coke*

BOYCOTT COCA COLA

**LET'S LOOK FOR ALTERNATIVES!!!**