

JBS Workers Show Solidarity with Helmet Sticker Actions



UFCW Local 1776 JBS workers wear helmet stickers in a solidarity action to show support for JBS workers in Minn., and Colo., as they go through negotiations.

UFCW Local 1776 JBS workers in Souderton, Penn., are showing support for workers in other JBS plants with a solidarity sticker helmet action this month. Workers in Souderton are wearing helmet stickers in support of UFCW Local 1161 JBS workers in Worthington, Minn., and UFCW Local 7R JBS workers in Greeley, Colo., as they continue contract negotiations. The stickers focus on affordable health care and say, “Real Families Need Real Health Care.”

JBS workers in Souderton are also preparing to begin contract negotiations next week. Through solidarity actions, workers show the company that they are united not just in their own plant, but in plants across the country as well. **OP**

Funds Raised for Hope for Haiti Project Helps Build New Computer Lab and Library

UFCW local unions from around the country donated funds to help the Haitian people to get back on their feet and rebuild their country after the devastating earthquake in 2010. The UFCW partnered with Hope for Haiti to rebuild the computer lab and library at St. Francois de Sales School in the neighborhood of Riviere Froide, commune of Carrefour, Port-au-Prince.



Students started classes at the St. Francois de Sales School in Port-au-Prince on October 1st.

Thanks to the generous donations from UFCW local unions, the St. Francois de Sales School officially began on October 1st with the computer lab and library set to open on January 12th. Some of the materials purchased with the donations to help complete the computer lab and library include 34 computers outfitted with Microsoft Office software, along with tables, chairs, book shelves, and lockers. The school will provide education to more than 1,320 students in the kindergarten, primary, and secondary levels.

More information on the Hope for Haiti project and updates on construction progress can be found at www.hopeforhaiti.com. **OP**

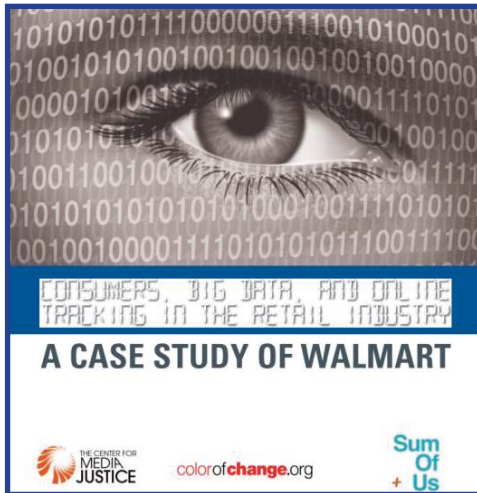
New Report Highlights How Walmart Gathers Big Data

A new report issued by the Center for Media Justice, **Colorofchange.org**, and Sum of Us examines Walmart’s efforts to gather “Big Data” on an estimated 145 million American consumers, analyze that information in complex ways, and use the results of that analysis to track consumers on and offline.

This report is also an effort to help American consumers understand what information Walmart is gathering, how they are gathering it, and what we can do about it. All Americans should be wary of Walmart’s online agenda and what

it means for our families and communities. People of color and other marginalized communities should pay special attention to these types of predictive uses of massive data as they magnify the risks for potential discrimination, including physical surveillance.

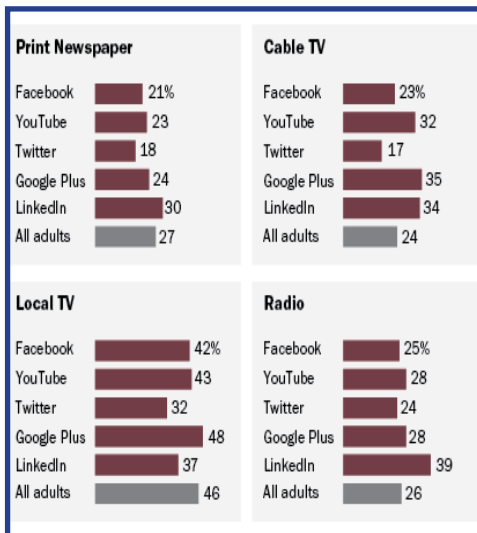
The report can be viewed at <http://bit.ly/1cwCKjM>. **OP**



The report is an examination of the many ways in which retailers track consumers online, using Walmart as a case study

New Pew Study Shows Where Social Media Users Get Their News

The Pew Research Journalism Project continues to delve into the reading and news habits of social media users, recently finding that a total of 21 percent of Facebook users and 18 percent of Twitter users get news “often” from print newspapers.



They also found that “YouTube, LinkedIn, and

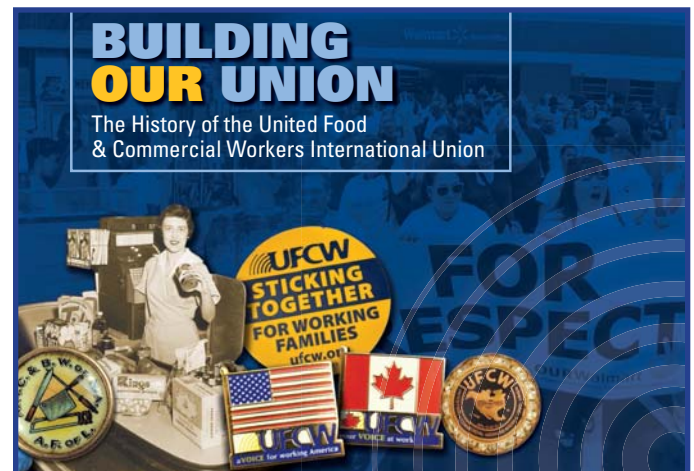
Percent of U.S. adults who get news on social networking sites and also get news “often” on traditional news platforms.

Google Plus news consumers are more likely than Facebook and Twitter news consumers to watch cable news. Twitter news consumers are among the least likely to turn to local and cable TV. And nearly four-in-ten LinkedIn news consumers listen to news on the radio, compared to about a quarter of the general population.”

As for Reddit users, 62 percent get news from that site, the highest among social media sites. Pew also noted though, that since only 3 percent of the U.S. population uses Reddit, that comes out to 2 percent of the population getting their news from that channel.

The full Pew Report can be found at <http://bit.ly/1icUfbo>. **OP**

UFCW 7th Regular Convention Timelines and Panoramic Photo Available to Order



A limited number of UFCW timelines from the UFCW 7th Regular Convention are available in both English and Spanish. Local unions interested in ordering copies of the UFCW Timeline can contact Amy Gray at agray@ufcw.org.