

Sí, Se Puede! The Chicano Movement: Power to the People

The Voices of Change



Dolores Huerta founded the United Farm Workers (UFW) union in the 1960s. They believed that farm workers, who were mostly Mexican- American laborers, deserved fair pay, safe working conditions, and respect. Using nonviolent protests, strikes, and marches, they gave a voice to thousands who had been ignored.

Frustrated by working conditions, Huerta led the movement that demanded change in conditions for farmworkers.

Justice in the Fields



The Chicano Movement fought to end discrimination and gain civil rights for Mexican Americans through strikes and non-violent protests. The farmworkers wanted fair wages, rest breaks, clean water, and the right to form a union. Beyond the fields, the larger Chicano Movement worked for equal education, voting rights, and cultural pride.

Advocating for change, protesters led nonviolent marches and strikes. They encouraged people to boycott buying California grapes.

From Fields to Freedom

The Chicano movement began in the 1960s in California's Central Valley, where Mexican- American farm workers faced poor treatment and low wages. The Delano Grape Strike, started by Filipino workers and joined by Huerta, brought National attention to the discrimination against Mexican-Americans. The strike lasted for years and showed the power of unity and peaceful protest.

The Legacy Lives On

The Chicano Movement made lasting changes that have empowered Mexican-Americans. The UFW won better contracts and working conditions for farm-workers. The movement also inspired new generations of activists and politicians to fight for equality in schools, workplaces, and communities. Huerta's motto, "Sí, se puede!", still reminds people that change is possible through unity and nonviolence.

"These are the conditions that exist,' she told them, 'but you don't have to accept these conditions. We have the power to change them.'
—Dolores Huerta

An infographic titled "The Delano Grape Strikes" featuring portraits of Cesar Chavez and Dolores Huerta. It details the 1965-1970 strike in Delano, California, highlighting the injustices faced by farm workers, the success of the boycott, and the legacy of the movement. The infographic includes statistics such as "90% 14/139 of growers violated provided restrooms state health laws for workers" and "91% of farm workers lost jobs and homes throughout the movement." It also mentions the "MARCH FOR LA CAUSA" from Delano to Sacramento and the "Grape Boycott" which resulted in \$25M in lost sales for growers.

The Delano Grape Strikes

1965-1970
Delano, California

Filipino farm workers started the strike and on September 16th 1965, the Mexican workers in the National Farm Workers Association joined the movement.

INJUSTICES FACED BY FARM WORKERS

- workers paid \$1/week (with no benefits)
- Restrooms and breaks were not provided
- Constantly sprayed w/ pesticides
- No clean water available

STOP WORKING!!

90% 14/139
of growers violated provided restrooms state health laws for workers

THE MARCH FOR LA CAUSA
Delano 250 miles **Sacramento**

The march started off with 70 participants in Delano and ended up with 10,000 by the time it arrived in Sacramento

Grape Boycott
IT IS ESTIMATED THAT **\$25M** WERE LOST DUE TO THE BOYCOTT

What they did:

- Picketers stood outside of supermarkets around the country informing shoppers of the mismanagement of farm workers.
- They invested all California grapes sales companies started to support the movement and growers who bought grapes that had the United Farm Workers logo

91%
of farm workers lost jobs and homes throughout the movement.

1970
the majority of growers surrendered and signed contracts in agreement to the request workers were making.