

# STOP Coca-Cola Death Squad TERROR in Colombia

Colombia is the number one recipient of U.S. aid in Latin America. It faces one of the most serious crises in the continent. Why has the U.S. sent over \$2 billion to Colombia? What does Coke have to do with it?

## Coca-Cola kills

The Coca-Cola Company, according to its website, "exists to benefit and refresh everyone who is touched by our business." This soft drink empire operates in over 200 countries from Armenia to Israel to Zimbabwe marketing some 300 brands including coffees, teas, juices, and sports drinks. Coke also owns Evian, Dasani Minute Maid and Danone spring water. The corporation who continued manufacturing in Nazi Germany, retails Dr. Pepper, Crush and Schweppes as well. Over 70% of Coke's income on its 50% share of the global soft-drink market is generated abroad. Add to this the clothing and 'collectables' that bear its trademark and you have a true monopoly.

## Have a Coke and smile?

In April of 1999 a lawsuit was filed against the company in the U.S. for racial discrimination. African American employees charged Coke with paying them less than their white counterparts and denial of the ability to advance into senior management positions. The workers won the suit.

While Coke workers in the U.S. face discrimination, Colombian workers are subjected to intimidation, torture and death.

SINALTRAINAL, the National Food Industry Workers Union of Colombia,

in conjunction with the United Steel Workers of America filed a lawsuit in the Southern Federal District Court of Florida on July 20, 2001 against Coke for its violation of human rights in Colombia. The suit shows that the company's Colombian bottlers conspire with paramilitary death squads to murder and intimidate union leaders. In a stunning act of arrogance, Coca-Cola filed a counter suit against the union and Correa for slander.

**According to Luis Javier Correa, the union's national president, in the last 12 years 14 union leaders have been assassinated.**

Three of them were murdered during contract negotiations with the company. In 1996, Isidro Segundo Gil, Coca-Cola union leader in Carepa del Uraba was gunned down inside the plant by paramilitaries as he was working. Over 3800 trade unionists have been murdered in Colombia since 1986.

Paramilitary groups have free access to bottling plants where they coerce workers to denounce their right of association and leave the union. Death threats, kidnapping, extortion, murder and displacement are employed for this purpose. Many workers have been forced into exile at home or abroad to escape the paramilitaries. Police and military authorities have documented ties to these groups. All this has led to a sharp decline in union membership and the standard of living for thousands.

## Plan Colombia & Coke: Recipe For Repression

Plan Colombia is a 7.5 billion dollar aid package pushed by the Clinton Administration in 1996. Sold to the people of the U.S. as a plan to fight drugs, its real intention is to crush the labor, student and rebel movements in Colombia. 80% of the 1.3 billion U.S. contribution is for the Colombian

police and military; both have a dismal human rights record. Much of the money will end up in the coffers of the U.S. military-industrial complex as well as for the chemical manufacturers. With support from the U.S. trained Colombian army, the paramilitaries terrorize and massacre anyone fighting for their rights. They

accuse them of having sympathy or belonging to rebel groups.

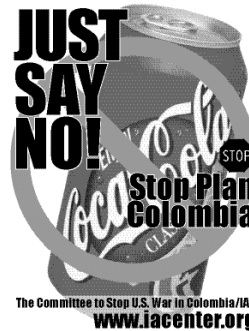
Multinational corporations, including Coca-Cola, lobbied heavily for Plan Colombia.

## Military Wing of the FTAA

**The Free Trade Area of the America's has brought untold misery to the people of Latin America.**

**Plan Colombia is a threat of U.S.**

military intervention not only to Colombia but to the people of Venezuela, Brazil and Cuba as well. In other words anyone in opposition to the FTAA, stands to earn the wrath of the Pentagon. SINALTRAINAL union workers have held tribunals exposing Coca-Cola's collusion with U.S. trained death squads. Plan Colombia will make sure that not only Coke's interests are protected but Citibank and Occidentals interests as well.



**STOP  
Plan  
Colombia**  
www.actionsf.org

**Show solidarity with Colombian people:**

**DON'T DRINK COKE, STOP PLAN COLOMBIA!**

Join the growing movement in solidarity with the Colombian people. Help organize to show Coca-Cola's collusion with Colombian death squads. Organize a union, church or campus meeting and show videos available on this issue. Contact us:

International Action Center 2489 Mission St. #24 SF CA 94110  
415-821-6545 • www.actionsf.org



COLOMBIA is the number one recipient of U.S. aid in Latin America. It faces one of the most serious crises in the continent. What is really going on in this war-torn country? Why has the U.S. sent over \$2 billion to Colombia? What does Coke have to do with it?

## **Coca-Cola kills**

The Coca-Cola Company, according to its website, "exists to benefit and refresh everyone who is touched by our business." Founded in 1886 and headquartered in Atlanta, Georgia, this soft drink empire operates in over 200 countries from Armenia to Israel to Zimbabwe marketing some 300 brands including coffees, teas, juices, and sports drinks. Coke also owns Evian, Dasani Minute Maid and Danone spring water.

The corporation who created the jolly old Santa Claus and who continued manufacturing in Nazi Germany, retails Dr. Pepper, Crush and Schweppes as well. Over 70% of Coke's income on its 50% share of the global soft-drink market is generated abroad. Add to this the clothing and 'collectables' that bear its trademark and you have a true earning monopoly.

## **Have a Coke and smile?**

The total number of Coca-Cola employees is difficult to estimate due to a fragmented corporate structure and its web of bottling and distribution affiliates. This, explains Coke, is why the company only covers AIDS treatment for 1500 'direct' employees in Africa while the other 98,500 'indirect' workers suffer without benefits.

In April of 1999 a lawsuit was filed against the company in the U.S. for racial discrimination. African American employees charged Coke with paying them less than their white counterparts and denial of the ability to advance into senior management positions. The workers won a \$156 million settlement from Coca-Cola.

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According to Luis Javier Correa, the union's national president, in the last 12 years 14 union leaders have been assassinated. 7 worked at Coca-Cola and three of them were murdered during contract negotiations with the company. In 1996, Isidro Segundo Gil, Coca-Cola union leader in Carepa del Uraba was gunned down inside the plant by paramilitaries as he was working. Over 3800 trade unionists have been murdered in Colombia since 1986. 160 in 2002 alone.

Paramilitary groups have free access to bottling plants where they coerce workers to denounce their right of association and leave the union. Death threats, kidnapping, extortion, murder and displacement are employed for this purpose. Many workers have been forced into exile at home or abroad to escape the paramilitaries. Police and military authorities have documented ties to these groups. All this has led to a sharp decline in union membership and the standard of living for thousands.