

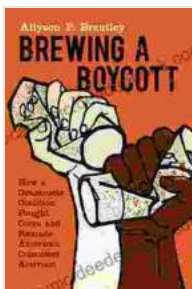
How a Grassroots Coalition Fought Coors and Remade American Consumer Activism

The Coors Boycott: A Major Victory for the Mexican-American Civil Rights Movement

In the late 1960s and early 1970s, a grassroots coalition of Mexican-American activists, labor leaders, and consumer groups launched a historic boycott against the Coors Brewing Company. The boycott was successful in pressuring Coors to change its discriminatory hiring practices and to become a more socially responsible corporation. The Coors boycott is considered a major victory for the Mexican-American civil rights movement and helped to reshape the landscape of consumer activism in the United States.

The Origins of the Coors Boycott

The Coors boycott began in 1968 when a group of Mexican-American activists in Colorado filed a complaint with the Equal Employment Opportunity Commission (EEOC) alleging that Coors was discriminating against Mexican-American workers. The EEOC found merit to the complaint and ordered Coors to take steps to address the discrimination. Coors refused to comply with the EEOC's order, and the activists decided to launch a boycott of the company's products.



Brewing a Boycott: How a Grassroots Coalition Fought Coors and Remade American Consumer Activism

(Justice, Power, and Politics) by Allyson P. Brantley

★★★★☆ 4.8 out of 5

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The boycott was quickly endorsed by the United Farm Workers of America (UFW), the largest farm workers' union in the United States. The UFW had a long history of fighting for the rights of Mexican-American workers, and it saw the Coors boycott as an opportunity to challenge discrimination in the corporate world.

The Boycott Spreads

The Coors boycott quickly spread beyond Colorado. Mexican-American activists in other states and cities joined the boycott, and they were soon joined by labor unions, consumer groups, and other organizations. The boycott was particularly strong in California, where Coors had a large market share. In 1973, the California State Legislature passed a resolution calling on Coors to end its discrimination.

Coors Responds

Coors initially resisted the boycott, but it eventually realized that it was losing market share and damaging its reputation. In 1977, Coors agreed to a consent decree with the EEOC that required the company to take steps to address the discrimination. Coors also agreed to pay back pay to Mexican-American workers who had been discriminated against.

The Legacy of the Coors Boycott

The Coors boycott was a major victory for the Mexican-American civil rights movement. It showed that Mexican-Americans could use their economic power to fight discrimination. The boycott also helped to reshape the landscape of consumer activism in the United States. It showed that consumers could use their purchasing power to pressure corporations to change their behavior.

The Coors boycott is a reminder that consumer activism can be a powerful force for change. When consumers stand together, they can make a difference.

Here are some of the key lessons that can be learned from the Coors boycott:

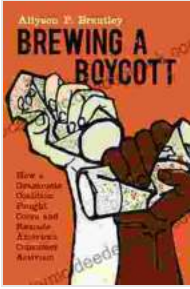
- Consumer activism can be effective in fighting discrimination and other social injustices.
- Consumers have the power to pressure corporations to change their behavior.
- It is important to build a broad coalition of support for consumer activism campaigns.
- Consumer activism campaigns can be successful even when they are challenged by powerful corporations.

The Coors boycott is a powerful example of how consumer activism can make a difference. By standing together, consumers can hold corporations accountable and create a more just and equitable world.

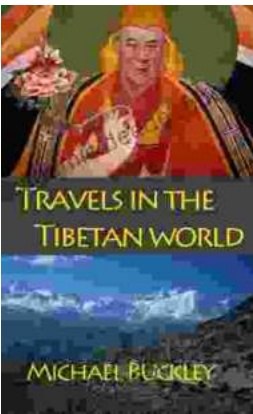
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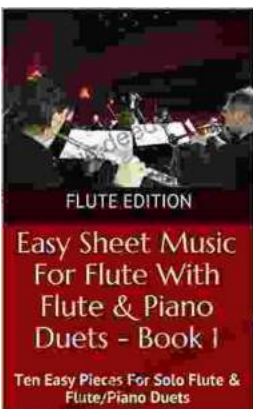


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