



March 17, 2015

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TO: Members of the CLC Canadian Council and Labour Councils

RE: Boycott of Crown Holdings, Inc.

Greetings,

Please be advised that a boycott against Crown Holdings, Inc. has been approved by the Heads of Unions on the Canadian Labour Congress (CLC) Canadian Council. The request of the boycott came from the United Steelworkers, over the signature of the National Director for Canada, Ken Neumann. We are now asking you to implement this boycott in your union and labour council.

The United Steelworkers, Local 9176, has been on the picket line for eighteen months against Crown Holdings, Inc. in Toronto. Crown Holdings, Inc. is an incredibly profitable multinational company with more than 140 plants worldwide. In the year prior to the labour dispute, Crown Holdings-Toronto Plant was awarded for being one of the premier plants in the organization. But despite that accolade, the employer has sought concessions at the bargaining table. The main concession being a two-tier wage proposal.

The United Steelworkers have several suggested ways in which your members and your union can support this boycott.

1. Ask your members to stop purchasing aluminum cans made by Crown Holdings, Inc. Crown's main customers in Canada are Molson, Coors, Labatt, Creemore and Steam Whistle. Crown also manufactures cans containing Budweiser and Bud Light, and aluminum soft drink cans for Cott, a leading provider of private label soft drinks (e.g., the President's Choice brand of soft drinks sold by Loblaw's). However, this list is not comprehensive. Crown also manufactures cans for many craft brewers and brands may vary across Canada. The attached infographic is useful in identifying Crown cans – please share it widely with your members.

NOTE: we are not boycotting cans of Sleeman's and aluminum bottles of Coors products manufactured by UFCW members at Ball Packaging. Please tell your members about the United Steelworkers members' struggle at Crown by linking the following campaign website www.BottlesNotCans.ca to your own website. You could also schedule

regular tweets using the hashtag #bottlesnotcans and linking to the campaign website.

2. Mobilize Ontario members to participate in the next Day of Action on March 28, 2015. In Ontario, the United Steelworkers focused their efforts on Beer Stores which are owned by some of Crown's largest customers, Molson and Labatt. However, we also encourage leafleting at beer retailers around the country. Union members can sign up to volunteer for the Day of Action here: www.surveymonkey.com/r/USWdayofaction.

Members can also keep up-to-date on Day of Action information on the Facebook Event page: www.facebook.com/events/1610204322533174/.

Click on the following link to view the leaflet that will be distributed www.takebacksnomore.ca/wp-content/uploads/2015/03/crown_canMarch5_20151.pdf

3. As some of you may have heard, last Friday, the Government of Ontario called for an industrial inquiry into the dispute. The inquiry could take some time to complete and we ask that the boycott be implemented and promoted to the fullest in the interim. Once the recommendations come from the inquiry further communications will be forthcoming as to how your union can assist in pressuring Premier Wynne and Minister Flynn into taking action through legislation.

Lastly, in the very near future, I will be hosting a press conference at Queen's Park to announce the national labour movement's boycott of Crown Holdings, Inc. I invite you to join me for that press conference in a show of solidarity to the United Steelworkers and their members who are bravely taking on this rotten employer.

Please contact my assistant, Chris MacDonald, at president-assistant@clc-ctc.ca to appoint a person from your union to work with Chris as we implement further actions related to this boycott.

In solidarity,



Hassan Yussuff
President

cc: CLC Officers and Staff
Attachment