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U.S. Humanitarian Organization Ends Two-year Boycott Of Salvadoran Coffee Exports

by Deborah Tyroler

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On March 20, the US-based Neighbor to Neighbor organization announced termination of a two-year boycott of US coffee brands using Salvadoran beans. The group, which had maintained that purchase of Salvadoran coffee supported repression of Salvadoran civilians, ended the boycott in recognition of the peace accords. Neighbor to Neighbor spokesperson Rob Evans said that the consumer boycott had been highly effective. He added, "When the boycott began, the US coffee industry stated it had no role to play in the situation in El Salvador...We convinced them otherwise." The group has an active nationwide membership of 60,000. Neighbor to Neighbor targeted Folgers, owned by Procter & Gamble, Kraft-General Foods and Nestle Beverage Co. James Gamble, great-great-grandson of Procter & Gamble's co-founder, supported the boycott and unsuccessfully tried to persuade company shareholders to stop purchasing Salvadoran beans. Gamble's family owns about 900,000 shares of company stock. (Basic data from Associated Press, 03/20/92)

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