

SOCIAL STUDIES ACTIVITY

RESEARCHING BOYCOTTS AND CONSUMER POWER

Instructions

After reading the following paragraph, plan, create, and review a chart that will show your research about boycotts and consumer power:

César Chávez created a new union called the National Farm Workers Association. After much struggle, the union won contracts with the companies that grew grapes for wine. It was a remarkable success—but only a partial one. Table grape growers still refused to recognize the union. Chávez and the National Farm Workers Association staged a national grape boycott. The strike dragged on for many months. Over that time, Chávez tried to ensure that his workers upheld the principles of nonviolent protest that he valued.

1. Planning

Research the economic damage caused by the 1960s grape boycott of California growers. Who felt the impact? Think about what groups of people most likely supported the boycott and why they did so.

2. Creating Your Chart

Review your information and determine the best way to display your findings on a chart. Be sure to include all of the groups who were affected.

3. Reviewing

Review your chart to ensure that it clearly shows the economic impact of the grape boycott. Then check for capitalization, spelling, grammar, and punctuation.

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