Farm workers’ buttons

In 1962, César Chávez held the first convention of the National Farm Workers Association, which later became the United Farm Workers (UFW). Unveiled at this meeting was the group’s distinctive symbol—a geometric design representing the Aztec eagle, which was easy to reproduce on protest signs and buttons. In 1968, amid growing talk of violence among farm workers, Chávez fasted for twenty-five days to push for nonviolent actions. A keystone to the movement was a boycott of foods—especially grapes and lettuce—grown by companies with a record of poor rights for workers. These boycotts forced companies to expand farm workers’ rights.