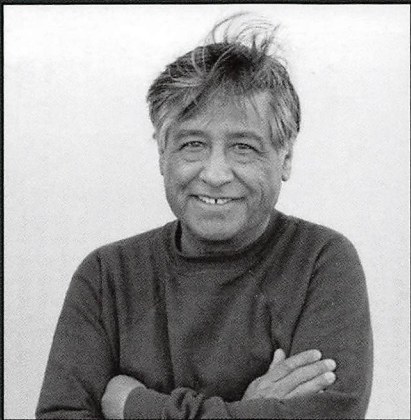




American Latino Heritage



CESAR CHAVEZ

CESAR CHAVEZ

A humble Mexican-American farm worker, a pivotal leader in the civil rights movement, a lasting legacy: Cesar Chavez is the founder of the United Farmworkers of America, an agricultural labor union established to improve the working conditions for Mexican-American and other minority migrant workers. His organized and peaceful demonstrations helped give farmworkers collective bargaining rights.