Coca-Cola policy also states that the "main line" and other aspects of work are covered by the union contract. However, the company is not bound by the union and can make changes as it sees fit. The company's new marketing strategy is aimed at appealing to younger consumers, who are often more health-conscious.

"We're seeing a shift in consumer behavior," said a company spokesperson. "People are looking for healthier options and we're trying to meet that demand."

However, some employees are concerned about the changes, saying they feel their jobs are becoming less secure. "It's a scary time," said one employee. "We're not sure what the future holds."
‘Coca-Cola’ from page 9
Since he thought the paramilitary was going to kill him, Cardona decided to run away, zigzagging among crowds of people to avoid getting shot.

The police helped Cardona get to his house safely. However, that night, the paramilitary raided the union hall of Sinaltrainal and burned down the building, Cardona said.

On the same day that Cardona was kidnapped, the paramilitary also assassinated Isidro Segundo Gil, Secretary General of Sinaltrainal in Carepa, as he negotiated about the worker’s rights in the plant, Cardona said.

On Dec. 12, 1996, the paramilitary went to the Coca-Cola factory at 7 a.m., lined everyone up and said that they had until 4 p.m. to resign from their union positions or they would be killed, according to Cardona.

The union members fled, including Cardona, who went from city to city with his family to avoid paramilitaries, he said.

In January 1997, Cardona’s wife and daughter received death threats, so Cardona fled to the United States with his family and filed an application for political asylum.

As for the numerous abuses against union members at Coca-Cola plants, “Sinaltrainal had to take their case to the international level because of impunity in Colombia,” Cardona said.

Three major meetings were held in Atlanta, Brussels and Bogota, Columbia on July 22 to discuss the issues involving Coca-Cola, Cardona said.

July 22, 2003 marked the first day of the international boycott against Coca-Cola.

Cardona hoped that his speech would create awareness about the situation in Colombia with Coca-Cola, which is similar to conflicts going on in Guatemala, India and Pakistan.

Cardona suggested that Campus Greens should get involved in protesting Coca-Cola by writing letters to the Colombian government, sending postcards to Coca-Cola, signing petitions, putting awareness stickers on Coca-Cola vending machines and by going to protests.

Campus Greens members thanked Cardona several times after his presentation.

“What’s pretty much a miracle that he’s with us today,” Yearman said.