



In 1965, Cesar joined the Filipino grape pickers in a strike against farm owners. Cesar asked the public to boycott the buying of grapes to force the farm owners to negotiate a contract for better working conditions. In 1968, Cesar began a 25-day fast to bring national awareness and support to the non-violent struggle of the farm worker to organize as a union. The words "LA UNION HACE LA FUERZA" was a rallying call for the farm workers.