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## APPENDIX A

### CBSC Decision 11/12-0847+ Sun News Network re *The Source* (Chiquita Banana)

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*The Source with Ezra Levant* is a political discussion program. Levant provides his opinions on various news stories, political events and current affairs; he also frequently has guests on to discuss the issues with him. The program airs weekdays from 5:00-6:00 pm Eastern.

On December 15, 2011, food company Chiquita Brands International announced that it would avoid using fuel from Alberta's oilsands in an effort to reduce its carbon footprint. In response, and in support of Canadian oil companies, some people encouraged Canadians to boycott Chiquita products. Levant talked about this issue on his show of December 22, 2011.

In his introduction, Levant said,

Our banana boycott is working. The Chiquita Corporation is paying a price for their anti-Canadian bigotry. But you'll never guess what they're trying to do now. Tonight on *The Source*.

Following the program's title sequence, Levant did his "Opening Statement" (which is a monologue he does at the beginning of every episode):

I hate the Chiquita Banana Company because they're a bunch of anti-Canadian bigots. I don't say that lightly. [clip of video produced by environmental activist group ForestEthics showing people in produce section of grocery store protesting "tarsands bananas"] I mean, not everyone who's against the oilsands is an anti-Canadian bigot. I mean, if you hate *all* oil, for example, then you're anti-oil, not just anti-Canada. If you hate all oil that has a high carbon footprint, that's not anti-Canadian either because that's not picking on Canada alone. Other countries have a higher carbon footprint in their oil, like Venezuela does, like California's oil does. Even oil from Iraq and Nigeria have the same carbon footprint as oilsands oil because they flare so much of their natural gas when they produce it. But that's not Chiquita Banana's view. They've launched a boycott against *Canadian* oilsands oil *only*. Not against all oil. And not even against all high carbon oil. They're not boycotting high carbon oil from California. [words at bottom of screen: "Banana Bull: Peeling back Chiquita's slippery boycott lies"] They're not boycotting high carbon oil from Venezuela or Nigeria or Iraq. They aren't boycotting *any* oil from *any* other country actually. Just oilsands oil from Canada. So it's not really about oil. And it's not really about carbon. It's that Chiquita Banana are a bunch of anti-Canadian bigots. They want to destroy our economy. They want us to fall into a recession. They want to cost us jobs.

Chiquita itself had a disastrous third quarter. They lost 29 million dollars in the last three months. Maybe they want to drag us down with them. Or maybe their executives think that if they disparage Canada loud enough, Chiquita's shareholders won't ask questions about which clowns in corporate HQ are pissing away two million dollars a week. But you and I

decided not to go along with this defamation. We decided to fight back. [image from boycott Chiquita website that reads "Chiquita Has Gone Bananas!" and photo of woman with fruit hat holding a gun] We told our fellow Canadians not to buy Chiquita bananas or Fresh Express salads, also by Chiquita. I mean, why would we buy products from a company that hates us, that's attacking Canada and boycotting one of our biggest exports, ethical oil from the oilsands? I like bananas as much as the next guy, but I will only eat Dole and Del Monte from now on. I, I don't like Chiquita. Because they don't like my country. And because they actually *like* countries, they like oil from countries from OPEC, like Iran and Saudi Arabia, better. Like I say, Chiquita's boycott was not against oil. It was only against Canadian ethical oilsands oil! They're bigots!

But we finally had an impact. I tell ya, too many more weeks of this banana boycott and Chiquita's fourth quarter results will be even worse. How many more months can the clowns at Chiquita corporate need to lose money before shareholders revolt against them? So yesterday, Chiquita sent a letter to my friend Tim Shipton of the Alberta Enterprise Group claiming the whole thing was just a misunderstanding. [image of letter appears on screen] Well that sounds good, I guess. Sounds like they're recanting, sounds like they're ready to correct things, maybe even apologize to our great country, right? I was so hopeful that maybe they were coming clean, like in 2007 when Chiquita came clean then and admitted they were giving money to Latin American terrorist groups. They confessed to their crimes and paid a 25 million dollar fine to the US Department of Justice. I thought that maybe Chiquita was going to admit that they were wrong again. And not pay us 25 million dollars for being criminals, but just admit that they were wrong to treat Canada like they treat so many banana republics they operate in. [black & white photograph of workers on banana plantation] But, alas, no. I mean, look at the first thing Chiquita says in their letter to my friend Tim [words of letter appear on screen]. They say, quote, "press reports have inaccurately stated that we have boycotted or banned Canadian oil". No, you little deceiver, that's not accurate. You *are* boycotting Canadian oilsands oil which just happens to be most of the oil in Canada and fully 97 per cent of our oil reserves. In his boycott letter that we showed you yesterday, the word "boycott" doesn't appear, but the word "eliminate" does [letter appears on screen with portions highlighted]. Let me quote from the boycott letter that got this whole thing started. Quote, "the elimination of those fuels". That, "elimination". "Of those fuels". It's in there. And, quote, "we ensure that this fuel is not being used for ground trucking transportation." And, quote, "the goal of eliminating fuel from these providers". These are direct quotes from Manuel Rodriguez's letter banning oilsands oil.

And now the same guy, Manuel Rodriguez, is saying it's inaccurate to call what he's doing a boycott. Manuel Rodriguez, you, sir, are a liar. Now, it's not surprising. You work for Chiquita, a company with a 100-year history of low ethics and actual criminal misconduct. I don't like quoting liars at great length, Manuel, but I'm going to quote one more lie from your letter in response to my friend Tim Shipton's, uh, noble boycott. Here's the latest lie. Quote, uh, the boycott. [words appear on screen] "We have encouraged our suppliers to source, where possible, various fuel sources that have a lower carbon footprint and commit to a strategy of continuous improvement. This certainly does not exclude Canadian fuel." Now, that boycott letter called Canada's oilsands the "tar sands", a pejorative term. And then they call for the boycott, to, quote, "eliminate" oilsands from their company. It wasn't just an idle press release. The ban on oilsands oil is even built into their RFPs for truckers. RFP stands for "Request For Proposal". It's how Chiquita invites trucking companies to bid for their banana shipping work. And Chiquita discriminates against companies that use Canadian oilsands oil. Well, after the week's worth of walloping that we've given them, I mean, 2000 people signing the "Boycott Chiquita" Facebook page [image of Facebook page], hundreds more writing letters, a million bucks worth of bad publicity and now restaurants and grocery stores cancelling Chiquita contracts, well, Chiquita blinked [image of Twitter page "@BloodBananas"].

But it's just a pack of Chiquita lies, sorry to say. Here's what I mean. Look at the letter sent yesterday by Chiquita's chief spin doctor, Manuel Rodriguez. He says this. This is what he said yesterday when he was back-peddalling. He said, quote, "We have encouraged our suppliers to source, where possible, various fuel sources that have a lower carbon footprint and, and commit to a strategy of continuous improvement. This certainly does not exclude Canadian fuel." That's 33 words. But there are three lies in there. Impressive. Even for a man who works for a thug company like Chiquita. Lie number one: Chiquita has *not* encouraged its truckers to get off other high carbon oil. They haven't named Venezuela, they haven't named California. They haven't! It's a lie! [words appear at bottom of screen: "Chiquita Lie Number One: Their truckers don't use OPEC oil"] The only country that they're against is Canada. They're anti-Canadian bigots! Lie number two from Chiquita: The imply that their strategy is of, quote, [Levant makes air quotes] "continuous improvement". That's another lie [words at bottom of screen: "Chiquita Lie Number Two: They only want to 'improve' the oilsands"]. As you saw in their boycott letter, they don't want to improve oilsands oil. They want to, quote, "eliminate" it! It's a boycott. Elimination! And the third big lie is a big trick designed to fool you [words at bottom of screen: "Chiquita Lie Number Three: Ban doesn't exclude Canadian oil"]. Manuel Rodriguez of Chiquita says, get this, quote, "This certainly does not exclude Canadian fuel", unquote. Well, this is the trickiest lie of all. You see, in his boycott letter, Rodriguez used the phrase "tar sands" six times [letter appears on screen]. But in his BS letter this week to my friend Tim, he doesn't use that phrase "tar sands" again. He says "Canadian fuel".

See, this is Chiquita's trick. They're boycotting oilsands oil, but say they love *Canadian* oil. Now that's a deliberate attempt to confuse you. If they had said that they were no longer boycotting *any* Canadian oil or no longer banning "tar sands" oil as they call it, I'd do a victory lap. But they're clearly distinguishing between what they call "tar sands" oil, which is what you and I call "oilsands", which is now the majority of Canada's exports to the US, and what they're calling "Canadian oil", which is conventional oil that is not oilsands oil. If their new letter was honest, it would say that they're banning oilsands oil, but not *other* Canadian oil. But these aren't the most honest folks in the world. They're trying to blur it. The majority of Canadian oil produced every day is oilsands oil. And 97 per cent of our national oil reserves is oilsands oil [Venn diagram showing percentage of oilsands oil of all Canadian oil reserves]. Here's Rodriguez's main trick. It's like someone declaring a boycott of Ford and GM vehicles from Canada and then later, after public protest, going, Oh, they're not banning Canadian cars because they're still importing a few Chryslers. I mean, unless their retraction approved *all* Canadian cars, the Ford and GM ban would persist even though they're saying they're not against Canadian cars per se [similar Venn diagram re Canadian cars]. You see, it's a word game. Because Ford and GM are part of all Canadian cars and oilsands is the biggest part of all Canadian oil. Since oilsands oil is a sub-set of all Canadian oil, it's true that they haven't banned all Canadian oil. And that's the logic they're relying on in their fake retraction letter.

Their denunciations of oilsands are not retracted, though. Their creepy deal with environmental lobbyists to have them hunt down oilsands-connected refineries for them to boycott still stands. Their RFPs for truckers banning oilsands oil still stands. Chiquita Banana insulted our country by declaring us to be leff eth-, less ethical than their OPEC friends. But now they're insulting us again. By thinking we're so stupid that we'll be tricked by their deceptive lawyer's letter trying to pretend that they love, quote, "Canadian oil", but can still ban Canadian "tar sands" oil. I'm getting a little sick of this banana republic company [series of 6 black & white photos of banana plantations]. I'm getting a little bit of a taste of how they treated Latin America for a hundred years. I'm getting a feeling for how frustrating it must be to have to deal with them all the time. I'm getting a feeling for how slippery their executives are. Like the ones who approved giving money to terrorist groups four years ago.

I'm not really interested in changing Chiquita's mind. I actually don't care about their opinions. They're disreputable. I'm only interested in punishing them now. I want to punish them, once, for boycotting us. I want to punish them again for lying to us about it. Their letter to Tim Shipton yesterday doesn't undo the ban. It doesn't apologize for their elimination of Canadian oilsands oil. It's a trick letter using word games. As God is my witness, as long as I love Canada, as long as I'm a citizen here, as long as I love freedom, as long as I am alive, I will never eat another Chiquita banana or a Fresh Express salad made by Chiquita for the rest of my days. I'm just not interesting, er, interested in supporting a corrupt company that despises my country. And treats Canadians like they treated so many other people they bullied over the years. Hey you. Yeah you, Manuel Rodriguez. Chinga tu madre.

On the January 17, 2012 episode of *The Source*, Levant interviewed a native Spanish speaker named Mario Canseco about the word "chingar". The following is a transcript of the segment:

Levant: Hey, remember back about a month ago when I was fighting with the Chiquita Banana folks because they had a 'boycott Canada' strategy for their oil? I was so mad, I looked up some bad words in the dictionary and said them in Spanish to Manuel Rodriguez. So if you have tender ears, click the channel away. We're going to talk about it. I said, well, let me show you. Roll the clip from December.

[clip of last few seconds of Dec. 22 monologue]

Levant: I love saying that. "Chinga tu madre". The "d" is almost like a "th". I've been practising. I've probably said that two thousand times since then. And in fact, so much, I've said it so much that a Spanish aficionado, a bit of an etymologist and scholar wrote about it out in Vancouver and he joins me now. His name is Mario Canseco. Hey, welcome to the show.

Canseco: Happy to be here, Ezra.

Levant: Thank you. You know, I love cussing in foreign languages. Whenever I go to a new country, there's really three things I ask. Number one, how do you say "Where's the bathroom?", how do you say "How much does it cost?" and tell me all the fun swears. So, I mean, Mexico, Spain, like, tell me where *your* knowledge of Spanish comes from. Are you from Latin America or did you just study this in school in Canada somewhere?

Canseco: No, I was born in Mexico. I came here in 2000 to do a Masters degree and I never went back. Uh, so learned those words when I was very, very young and I have to say, Ezra, that you rolled your "r"s beautifully when it comes to Spanish.

Levant: Well, you're very generous. I mean, I don't want to pronounce it like Italian or, or something else. I'm still practising. Let's go through, I mean, this word, "chinga", "chingar", it, it, I mean, some people might think that it sounds Chinese to say "chinga". Tell me what it means. It's almost like an all-purpose, it's like the Swiss Army knife of swears.

Canseco: Well –

Levant: Tell me a little bit what it means, where it comes from and we'll go through different versions of it. Because I love saying it.

Canseco: Well, it, it's really more than anything one of the expressions that we use a lot in Mexico to tell somebody to stop bothering us. That, that is really what it's all about. It's not necessarily about anything related to *mothers*. Uh, which is what many, many people thought it really meant when you said it. But I think it's more about, you know, "get lost". You know, some, something to that effect. But there's also many ways to look at it. There's, uh, "chingón" for instance, which means somebody who's very good at what they do. There's "chingadera" which is something that happens and basically, thwarts your goals. So there's many ways to look at it. I don't think you can really look at it literally. And I think if, if, if somebody hears you say it, they're making a big mistake if they think you're really inviting somebody to, you know, do something with their mother.

Levant: Wow, so maybe it's not the bad word I was ho-, I hoped it would be. Let's go through some different definitions. Words on the screen right now. "Chingadera". Did I say that right? Somebody or something who's hindering your path towards your goals. "Chingadera". Did I say that right?

Canseco: Exactly. You said perfectly. It's, it's one of those things and it's, it's something that we use a lot whenever you, you know, you're walking to your car and you see that something happened. You had a, you know, something, like a flat tire. And you say, well, "chingadera". This is something that's going to affect the rest of my day.

Levant: Huh. Now, but you said just a moment ago that "chingón", and I don't know if I'm even sounding that right. Again, I feel like I'm speaking Chinese. "Chingón" is someone who does something really well. First of all, can you pronounce that word for me?

Canseco: Chingón.

Levant: Chingón. Now –

Canseco: The emphasis is on the final, uh, syllable.

Levant: Chingón. Chingón. Now, what's a chingón?

Canseco: Chingón is somebody who is very good at what they do and it's, it's something that you say when, when somebody's a great soccer player, for instance. That guy is a chingón because he knows, he knows the sport better than many of his peers.

Levant: Huh. Now, let's just, let's just do one. I mean, this word is so fascinating to me because it can mean good and bad. I mean, "vete a la chingada". Did I say that one right?

Canseco: Yes. And that is, that is basically sending somebody to a place that is very dark, dark and very sad. The one who defined this was Octavio Paz, a Nobel Prize winner in the 1990s in a book called the *Labyrinth of Solitude* which is fantastic as a way to learn more about the Mexican psyche. And he is the one who discusses all of the meanings of "chingar". And this is one of the most used because it really means telling somebody to get lost and to go to a place where they'll never come back from.

Levant: I mean, it's fascinating to me that a word, which has a powerful emphasis can mean good and bad things. That "chinga tu madre" and he's a "chingón". I mean, and "vete a la chingada". But the word itself, I mean, does it actually have a meaning itself? How can, how can a word mean good and bad things? It's like it has ten meanings.

Canseco: Well, it's all about the context. And I think that's the key to the exercise. When you look at it plainly, you can't really tell what it means unless somebody's saying it in the right way. And, and I think it has led to many, uh, confusions. Uh, not only in Mexico. You know, when we use this words [sic] in the Latin American context, I have friends from Colombia, friends from Argentina, friends from Spain, I use the words and sometimes they don't understand what I mean until they see my face.

Levant: Uh, so is this a, a Mexican dialectical thing? I mean, would someone, uh, so in Spain, they wouldn't really use this? This is more, uh, would they, would they use this in Argentina, for example?

Canseco: No. It's, it's a Mexican export, I guess.

Levant: Huh. That's a bit, you know, I'm trying to think, I mean, we've been talking, I've been thinking, is there an English word, is there a Yiddish word that is so multi-purpose? I can't think of one. I can't think of one that means both "awesome" and "terrible" and a place and a verb, "chinga tu madre". It's an amazing word. I gotta tell ya, Mario, I'm going be using that word *all week*. I'm going to be using it, just, I'm just going to say it, you know, I'm going to whistle it if I can. I feel great about this. I really appreciate your Spanish lessons and, and thanks for coming on the show to help clear things up.

Canseco: My pleasure.

Levant: All right. You keep up the fight out there. Holy cow, that's great!