

Big labor sees growth potential in Calif. pot workers

By Scott Smith, AP

Unions have caught a whiff of a rare opportunity to organize a whole new set of workers as recreational marijuana becomes legal in California.

The United Farm Workers, Teamsters and United Food and Commercial Workers are looking to unionize the tens of thousands of potential workers involved in the legal weed game, from planters to rollers to sellers. The move could provide a boost to organized labor's lagging membership – if infighting doesn't get in the way.

The United Farm Workers, co-founded by iconic labor leader Cesar Chavez, says organizing an industry rooted in agriculture is a natural fit, and growers could label their products with the union's logo as a marketing strategy.

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