Earlier in the year Chiquita Brands International Inc. (formerly United Fruit) and Dole Food Co had severely criticized Zelaya for advocating an increase of 60% in Honduras's minimum wage, claiming that the policy would cut into corporate profits. They were joined by a coalition of textile manufacturers and exporters, companies that rely on cheap labor to work in their sweatshops.

Memories are short in the US, but not in Central America. I kept hearing people who claimed that it was a matter of record that Chiquita (United Fruit) and the CIA had toppled Guatemala's democratically-elected president Jacobo Arbenz in 1954 and that International Telephone & Telegraph (ITT), Henry Kissinger, and the CIA had brought down Chile's Salvador Allende in 1973. These people were certain that Haiti's president Jean-Bertrand Aristide had been ousted by the CIA in 2004 because he proposed a minimum wage increase, like Zelaya's.

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