

NC FIELD

GROWING JUSTICE FROM THE GROUND UP

The NC FIELD board of directors has announced the appointment of Yesenia Cuello as the Executive Director at NC FIELD, Inc., an organization that focuses on increasing education, leadership and dignity of children in the agricultural worker community in Lenoir and surrounding counties.

Yesenia succeeds Yessy Bustos, a former Student Action with Farmworkers intern, and Executive Director from 2015 until 2018. Yesenia's journey began as a child tobacco worker at age fourteen. Later she joined Poder Juvenil Campesino, NC FIELD's advocacy youth group. During Yesenia's tenure as a youth president, popular educator, board member, and program manager the organization has maintained a 89% high school graduation rate and a 47% college attendance rate.

Yesenia is a professional organizer and activist with a proven track record of impacting federal legislation to protect child tobacco workers; has successfully designed and implemented a youth engagement framework for child agricultural workers, and is familiar with grant outcomes and foundations supporting this work.

Yesenia is an accomplished speaker and has been interviewed regularly by national media. She has also assisted with research projects involving child safety and agricultural worker health.

NC FIELD, Inc. made the decision to hire Yesenia to lead its capacity building projects in agricultural worker health and safety; high school graduation and college attendance; and the formation of a museum of agricultural worker history.

About NC FIELD: NC FIELD is an acronym for North Carolina Focus on Increasing Education, Leadership, and Dignity. The catalyst for its creation was found at the crossroads of activism and advocacy for the hundreds of immigrant children working in crops, particularly tobacco, and their lack of worker protections, education attainment, and quality of life regionally in Lenoir, Duplin, Wayne, Greene, Craven, and Jones Counties.

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