Customer
Collaboration
Consumption
Commitments
“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.” ~ Sam Walton
Consumption

• Our shared goal
• Produce is a trip driver
• Inflation fighters
• In Stock
• Quality
• Strategic Partnerships
• DRIVE UNITS
Connections

Emotional connections drive loyalty

3x more likely to recommend

3x more likely to re-purchase

Less likely to shop other stores

Less price sensitive
Collaborative Consumer Messaging

- Farming
- Multi Generational
- Female Farming
- Sustainability
Commitments

“I am committing Walmart to become a regenerative company, one dedicated to placing nature and humanity at the center of our business practices.”

– President and CEO, Doug McMillon

September 2020

Our Commitment: Source Produce more sustainably by 2025

CLIMATE
- Reduce greenhouse gas emissions by 2030

NATURE
- Protect pollinators by 2025

WASTE
- Reduce / Reuse / Recycle
- Private Brands 100% recyclable: 2025
- Recyclability label: 2022

PEOPLE
- Advance prosperity
- Ethical Charter on Responsible Labor Practices

Farming to Save Land-Air-Animals-Water and Farmers

Decarbonizing operations
- Restoring, renewing, replenishing and conserving natural resources

Spurring a circular economy and eliminating waste along the product chain

What Does Regeneration Mean?
- Adopting regenerative practices in agriculture, forest management and fisheries
- Advancing prosperity and equity for customers, associates and people across our supply chains