



Walmart
S O U R C I N G

U.S. Apple 2022



Customer

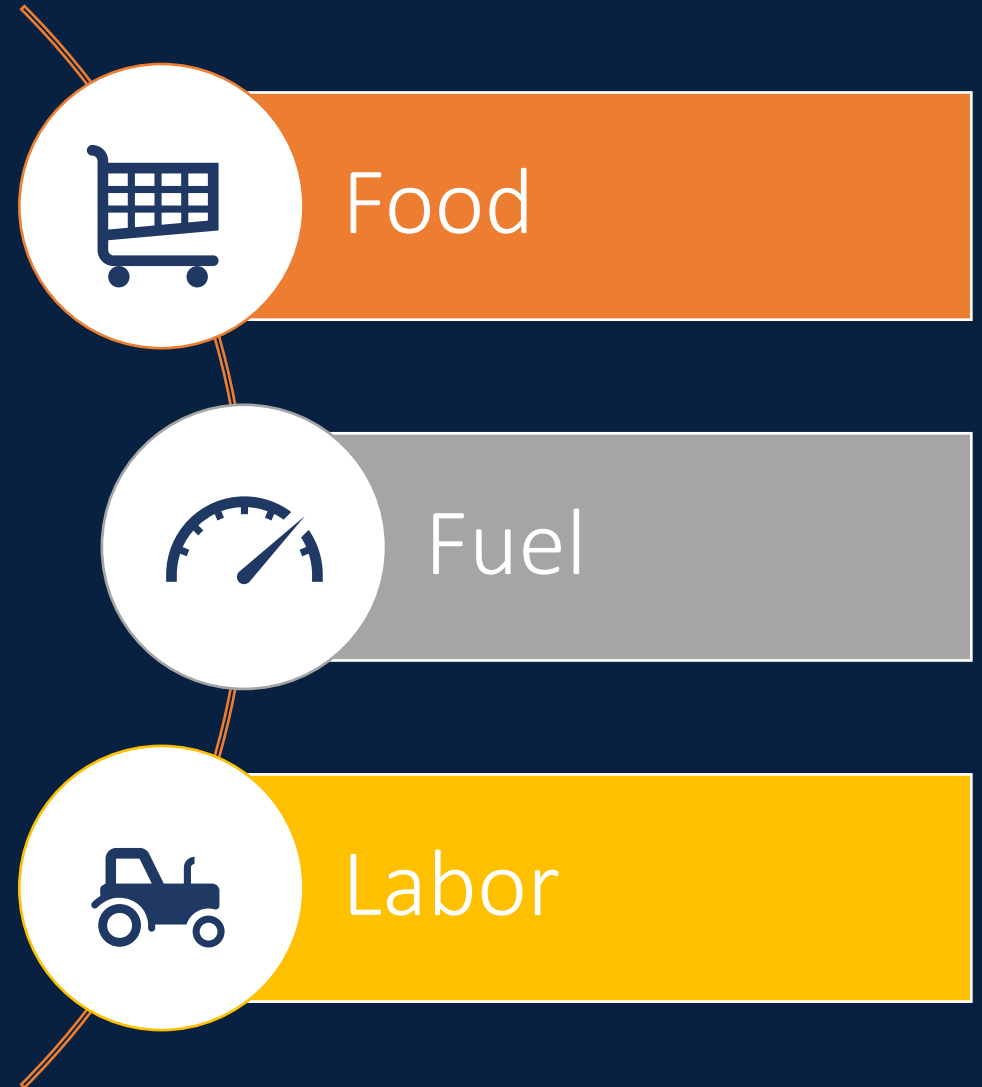
Collaboration

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

Customer





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









Decarbonizing operations




Spurring a circular economy and eliminating waste along the product chain



Restoring, renewing, replenishing and conserving natural resources



Advancing prosperity and equity for customers, associates and people across our supply chains



Adopting regenerative practices in agriculture, forest management and fisheries

What Does **Regeneration** Mean?

Our **Commitment**: Source Produce more sustainably by 2025

CLIMATE	NATURE	WASTE	PEOPLE
			
Reduce greenhouse gas emissions by 2030	Protect pollinators by 2025	Reduce / Reuse / Recycle	Advance prosperity
Project Gigaton	Certified IPM Practices	Private Brands 100% recyclable: 2025 Recyclability label: 2022 How2Recycle	Ethical Charter on Responsible Labor Practices

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