

## **Walmart is Bringing More Sustainably-Sourced Food to Customers** Retailer is working to build a better future for agriculture and fishing industries

At Wal-Mart Stores, Inc., we believe that being a profitable and efficient business goes hand-in-hand with being a good steward of the environment. One of our goals is to sell products that sustain our natural resources and the environment. Our **Food, Agriculture and Seafood Sustainable Value Network** is working with farmers, ranchers and fisheries to provide our customers with access to fresh food at affordable prices. One way we are able to do this is by purchasing more produce from local farmers and purchasing products that are grown and produced by people who use sustainable practices in their businesses.

### **Food, Agriculture and Seafood Sustainable Value Network Goals**

- Create a long-term supply of reliable agricultural and seafood products harvested in a sustainable way.
- Walmart plans to purchase all of its wild-caught fresh and frozen fish for the U.S. market from Marine Stewardship Council (MSC)-certified fisheries by 2011.
- Work with Global Aquaculture Alliance (GAA) and Aquaculture Certification Council, Inc. (ACC) to certify that all foreign shrimp suppliers adhere to Best Aquaculture Practices (BAP) standards in the U.S. by 2011.

### **Walmart is Working to Sustain the Future of Food, Agriculture and Seafood**

We have taken on a number of projects and goals under our Food, Agriculture and Seafood Network that will provide our customers with the opportunity to purchase fresh and sustainably-produced food.

- In 2008, we launched even greater efforts to purchase locally grown produce in the U.S. With our locally grown initiative, we can provide high-quality, low-priced fruits and vegetables while supporting farmers and their local economies. By reducing the number of miles food travels between the farm and our shelves, we can decrease greenhouse gas emissions and conserve fuel, while providing our customers with the freshest produce.
- We are working with suppliers to offer more socially-responsible products on our shelves. As a part of Walmart's first Earth Month in-store campaign in April 2008, we launched the sale of six coffees carried under our exclusive Sam's Choice brand that are either certified organic, Fair Trade Certified or Rainforest Alliance Certified. These coffees enable customers to get gourmet coffee at a great value while providing benefits to farmers, their communities and the environment.
- Sam's Club was one of the first retailers to offer Fair Trade Certified wine. Since November 2008, Sam's Club members have been able to purchase Fair Trade Certified Malbec wine from Argentina in more than 400 Sam's Club facilities. A portion of the sales are collected by Transfair USA and used to build schools, medical facilities and other community projects.
- We are committed to featuring more sustainably-harvested seafood in our Walmart stores and at Sam's Club. Our efforts have included collaboration with the Marine Stewardship Council (MSC), Sustainable Fisheries Partnership (SFP), the World Wildlife Fund (WWF), Environmental Defense Fund (EDF) and the Alaskan salmon industry for wild caught seafood and with Global Aquaculture Alliance (GAA) for all farmed seafood. Together, we are encouraging our seafood suppliers to implement plans that strengthen fishery management practices, rebuild stocks, reduce environmental impacts and encourage support for broader marine ecosystem management and protection efforts.
- As of January 31, 2009, in aggregate, 49 percent of the total pounds of fresh or frozen seafood sold at Walmart and Sam's Club have the MSC or ACC certification with many more fisheries currently progressing through the certification process. We currently have 28 products in our stores carrying the MSC certification with more selections underway. And 100 percent of the farmed shrimp products we purchase meet factory processing criteria established by the ACC, and we are in the process of having shrimp, catfish, tilapia and salmon farms become ACC certified as well.
- In 2008, Walmart de Mexico sourced 99 percent of the fruit and vegetables sold in its stores from Mexican suppliers.
- Together with the global relief and development organization Mercy Corps and the United States Agency for International Development (USAID), we launched the Inclusive Market Alliance for Rural Entrepreneurs in Guatemala which is focused on improving the lives of small-scale farmers. During a three year project, the Alliance will help small-scale farmers move from traditional crops, such as corn and beans, to growing demand-driven crops such as tomatoes, peppers, potatoes and onions that will be sold to major retailers like Walmart.
- Our ASDA stores in the U.K. are working to put more locally grown and locally produced items on their shelves as well. ASDA currently works with approximately 500 local food producers in the U.K. who provide more than 5,000 products to ASDA stores across the country.
- Walmart China is working to bring customers better quality and sustainably-harvested produce through its Direct Farm Program. This program helps farmers in China place their sustainably-grown produce in local Walmart stores and receive better financial returns on their products. They aim to expand the Direct Farm Program to include as many as 1 million farmers by 2011.

## What Others Are Saying

- "The impact of Walmart committing itself to a sustainable source of its fish is profound in several different ways. It's profound in that it ensures that populations of fish survive— that they're not mined but that they're harvested in a way that will survive over time." (Peter Seligman, CEO, Conservation International in Walmart's 2008 "Sustainability 2.0" DVD)
- "Perhaps most importantly, because of the tremendous volume that Sam's and Walmart are moving on fair trade terms, **they're lifting tens of thousands of farmers out of poverty.** They're having a huge impact on the ecosystems, on the environment in those countries and in those communities where this product is grown. So, the impact of Walmart and Sam's in fair trade **is proving to be tremendous.**" (Paul Rice, President and CEO, Transfair USA in Walmart's 2008 "Sustainability 2.0" DVD)
- "Wal-Mart would not be the first" to buy local, said Rich Pirog, associate director of the Leopold Center for Sustainable Agriculture at Iowa State University. "But they're obviously, without question, the largest retailer to go down this route." (**Wal-Mart branches out into locally grown produce, Associated Press, July 1, 2008**)
- "All across South Carolina, you will be able to go into Wal-Mart and make an easy buying decision -- knowing you are doing something **great for yourself, great for your health and great for the economy.**" (Hugh Weathers, South Carolina Commissioner of Agriculture, WYFF-TV, June 25, 2008)
- "Wal-Mart's new local sourcing effort **benefits the company two-fold -- it reduces transportation costs and supports its sustainability goals** to sell products are earth-friendly and ethically sourced. It will also mean **customers will find produce that is fresh and ripe, and helping support the local economy.** ("Wal-Mart sourcing produce from local farmers," Kimberly Morrison, *The Morning News*, June 18, 2008)
- "Wal-Mart has been going green, but not entirely for the reasons you might think. By sourcing more produce locally - it now sells Wisconsin-grown yellow corn in 56 stores in or near Wisconsin - it is able to cut shipping costs...Marc Turner, whose Bushwick Potato Co. supplies Wal-Mart stores in the Northeast, says **the cost of shipping one truck of spuds from his farm in Maine to local Wal-Mart stores costs less than \$1,000, compared with several thousand dollars for a big rig from Idaho.** Last year his shipments to Wal-Mart grew 13 percent." ("Wal-Mart puts the squeeze on food costs," *Fortune*, May 29, 2008)
- "The endorsement drew attention; Wal-Mart buys more shrimp than any other U.S. company, importing 20,000 tons annually -- about 3.4% of U.S. shrimp imports. With Wal-Mart's nod, 'we went from trying to convince individual facilities to become certified to having long waiting lines,' says George Chamberlain, president of the Aquaculture Alliance." (*The New Wal-Mart Effect: Cleaner Thai Shrimp Farms,* *The Wall Street Journal*, July 24, 2007)

Walmart is working diligently toward achieving its sustainability goals. For information about Walmart's sustainability initiatives, please visit:

[www.walmartstores.com/sustainability](http://www.walmartstores.com/sustainability)

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