

Locally Grown at Walmart

In today's economy, our customers are looking to us to be an advocate and find solutions that save them money on their everyday needs from groceries to other essential products. By cutting shipping costs, local sourcing is one way Walmart is keeping prices down to help customers save money and live better. Additionally, the locally grown program gives Walmart customers the opportunity to support local economies and local farmers/suppliers. Walmart is committed to purchasing more agricultural products from small local growers and reducing its environmental footprint by decreasing food miles.

Growing Our Locally Grown Selections

- During the fall harvest season Walmart **sells locally grown pumpkins in 27 states** – more than half the country – making Walmart the largest local pumpkin distributor in the U.S. Additionally, customers can find **local apples in 17 states, sweet potatoes in seven states, and cranberries from 50 small cranberry growers** across the country.
- Walmart's locally grown offerings go beyond produce. Walmart offers **locally grown poinsettias** – the traditional plant of choice for decorating and gift giving during the holiday season – **in Garden Centers in 20 states across the country.**
- During the summer months, **locally grown fruits and vegetables** that are both grown and available for purchase at Walmart within a state's borders **make up a fifth of the produce** available in stores.
- Over the past two years, **Walmart's partnerships with local farmers have grown by 50 percent**, and the retailer is committed to expanding this even further. **Hundreds of growers** across the United States provide produce sold in Walmart Supercenters and Neighborhood Markets, **a figure that is expected grow.**
- Walmart estimates that **it purchases more than 70 percent of its produce from U.S.-based suppliers**, making the company the **biggest customer of American agriculture.**
- The company continues to **highlight locally grown offerings with in-store signage** at Supercenters and Neighborhood Markets across the country. The easy-to-recognize signs include official state-grown marks, indicating approval by the state's agriculture department. Locally grown is also **featured online at www.walmart.com/locallygrown.**

Cultivating Local Economies

- Whether through buying from local suppliers or paying local taxes, **Walmart pumps millions of dollars into local economies.** Buying from local suppliers helps to create jobs, too.
- Walmart's locally grown program **gives consumers the opportunity to support their local economy** by purchasing items from local farmers/suppliers.
- According to the USDA, the United States has lost 4.7 million farms since 1935. By purchasing locally grown produce, **Walmart supports America's family farmers.**
- Beyond the hundreds of growers Walmart sources from, the company **does business with 61,000 suppliers** across the country, supporting millions of jobs nationally.

Shortening the Distance from Farm to Fork

- Walmart's locally grown program not only saves Walmart customers money on healthy, fresh produce, it also **reduces food miles, decreases greenhouse gas emissions and conserves fuel** by lowering the number of miles food has to travel.
- **"Food miles" are the distance from the farm to the fork**, and it is estimated that the food in an **average meal travels 1,500 miles** before it gets to you. Walmart is taking a number of steps to reduce its food miles:
 - In the past, all of the fresh cilantro sold in Walmart stores was sourced from California. By working with grower-partner Duda Farms, the company **began sourcing cilantro from Belle Glade, Fla.** for distribution across the East Coast. **Introducing Florida-grown cilantro resulted in an estimated savings of 250,000 food miles in a single season.**
 - Walmart now **sources more than 12 million pounds of peaches from 18 different states**, not just well-known growing areas like Georgia and South Carolina. By sourcing from so many different states and selling the product locally, Walmart **saved 672,000 food miles and 112,000 gallons of diesel fuel.** The total freight and gasoline **savings combined equal more than \$1.4 million.**
- Walmart believes that local farmers can grow the products today's consumers want in ways that will **relieve pressure on current sources of water, land, energy, and labor.** Reducing our reliance on mono-culture farming promotes biodiversity and surety of supply.

Good News is Cropping Up

- "The retail giant once only bought peaches from a few suppliers. Now, Wal-Mart buys 12 million pounds of peaches annually from farms in 18 different states...because of that, the company estimates it saves about 100,000 gallons of diesel fuel a year and cuts away 672,000 food miles." Associated Press (July 2, 2008)
- "Wal-Mart Stores Inc. has increased the number of growers from which it buys fresh produce for stores locally and regionally by 50 percent over the past two years, reducing transportation costs and increasing fresh offerings." *Arkansas Democrat-Gazette* (July 2, 2008)
- "During the last two years, partnerships between local farms and the world's largest retailer have jumped 50 percent, and the company anticipates it will source about \$400 million in local produce this year, making it the country's largest buyer of produce that is grown and sold within a state's borders." GreenBiz.com (July 2, 2008)
- "Wal-Mart, the nation's largest retailer, has pledged to buy more produce from local farmers as it kicked off a campaign to highlight the fruits and vegetables grown in Oklahoma and sold in its stores. The Arkansas-based company's 'Locally Grown' program looks to keep prices down for shoppers, support local economies and slice shipping and fuel costs." Associated Press (July 17, 2008)
- "Wal-Mart and the state are launching the program - dubbed "South Dakota Flavor" - to help local producers bring their products to large retailers." "This is a win-win-win situation," said Gov. Mike Rounds at a Sioux Falls Wal-Mart on Thursday. "You're getting a high-quality product that you can be sure of the quality." *Argus Leader* (August 15, 2008)
- "Pacific Northwest ag producers who do business with Wal-Mart are hailing the retail giant's decision to purchase and promote more local fruits and vegetables." capitalpress.info (July 18, 2008)

###