



Walmart

SOURCING

US Apple

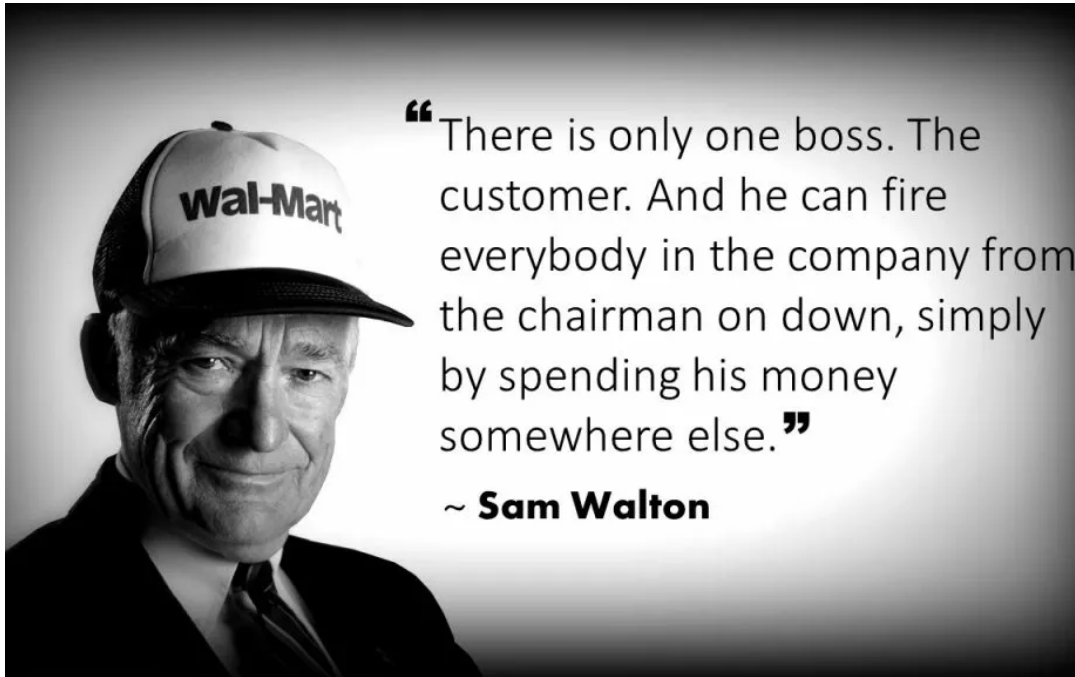
August 2024





The customer
Who we are
Our goals
Apples

The customer always!



“Actively live our values,
providing opportunity for
associates to grow and belong”

“Serve our customers and
members with the things they
want, when and how they want
them”

“We are a **people-led, tech-powered**
omnichannel retailer dedicated to helping
people **save money and live better.**”

“Time savings, health services,
financial tools and actions that
strengthen people, communities
and the planet”

“ Commitment to
everyday low price”

Walmart is investing



People

Store Managers
Associates
LBU/Health



Automation

Fulfillment Centers



Technology

Gen Ai
Tech Pipeline

“We serve the customer and members however they want to shop”



Where you can lead on regeneration

- *Goal: By 2025 our produce supply chains have net positive impacts on people and planet*



▪ NATURE

- Adopt **robust Integrated Pest Management practices** and attain 3rd party certification by 2025



▪ WASTE


- Set goal(s) and design for more **sustainable packaging**:
 - Design for recyclability
 - Virgin plastic reduction / PCR inclusion
 - Label for disposal (H2R)



▪ PEOPLE

- Endorse the Ethical Charter on Responsible Labor Practices & engage with the **Ethical Charter Implementation Program**

Report your progress on the above goals in Project Gigaton every fall

A close-up photograph of a doctor's hands holding a bright red apple. The doctor is wearing a white lab coat and a blue stethoscope. The background is a plain, light-colored wall.

*“An apple a
day keeps
the doctor
a way”*

Are too many options causing the customer to stray?

Gala

Sugarbee

Envy

Kiku

Empire

Red

Snapdragon

Autumn
Glory

Kanzi

Opal

Koru

Rubyfrost

Honeycrisp

Wildtwist

MacIntosh

Sweetango

Juici

Karma

Fuji

Pink

Granny

Pazazz

Golden

Ambrosia

Rave

Rockit

Cosmic

Evercrisp

Lady
Alice



Top six varieties +70% industry sales



Declining consumption -1.2%



Generational disinterest



Losing to competing categories



How to generate demand



*“At harvest, farmers
give up meals at
the dinner table so
we can have meals
at ours.”*



*If you ate a
meal today,
**THANK A
FARMER!***