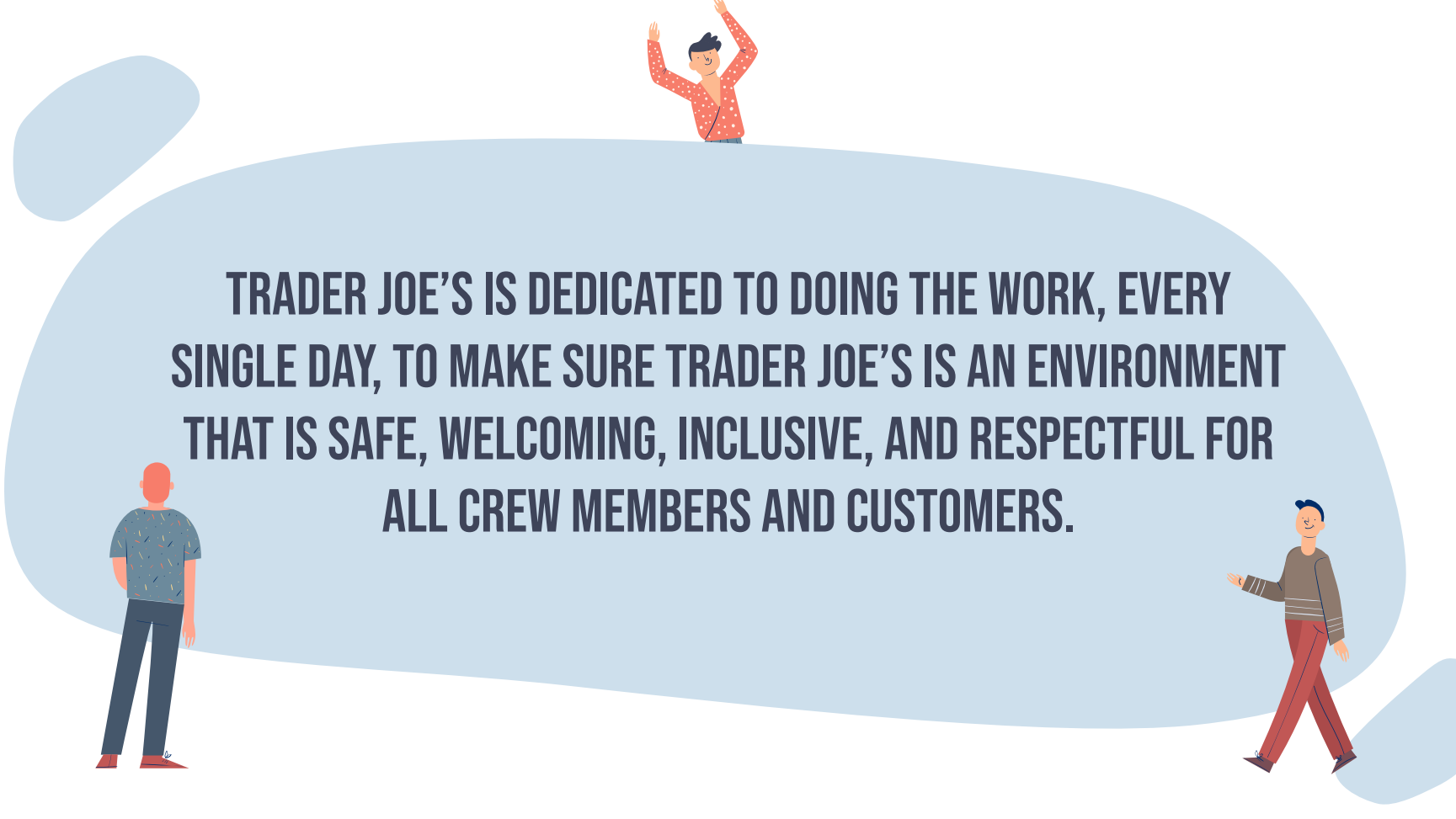


The background of the slide is a light blue color. It is populated with numerous stylized, flat-design illustrations of people of various ethnicities, ages, and genders. These figures are shown in a variety of dynamic poses, such as walking, running, jumping, and dancing. They are wearing a wide range of clothing, including casual t-shirts, jeans, overalls, and more formal dresses. The central focus is a large, white, rounded rectangular bubble that contains the title and author's name.

TRADER JOE'S DIVERSITY AND INCLUSION

Lily Shive

A large, light blue, irregular speech bubble shape is the central focus. At the top center, a person with dark hair, wearing a red jacket with white polka dots, stands with their arms raised in a celebratory gesture. At the bottom left, a person with a red head, wearing a grey t-shirt with colorful confetti and dark blue pants, stands with their back to the viewer. At the bottom right, a person with blue hair, wearing a brown sweater and red pants, is walking towards the left. The background is white with a few light blue abstract shapes.

**TRADER JOE'S IS DEDICATED TO DOING THE WORK, EVERY
SINGLE DAY, TO MAKE SURE TRADER JOE'S IS AN ENVIRONMENT
THAT IS SAFE, WELCOMING, INCLUSIVE, AND RESPECTFUL FOR
ALL CREW MEMBERS AND CUSTOMERS.**

WHAT INITIATIVES ARE THERE?



DIRECTOR OF DIVERSITY AND INCLUSION

- Introduced position in 2020
- Developing programs with the “goal of increasing diversity in store leadership” through hiring and training

SUPPLIER DEVELOPMENT

- Goal of 15% or more products from Black-owned suppliers
 - At 25%
- Diversity is key to brand

COMMUNITY DEVELOPMENT

- Neighborhood Shares program is being expanded into diverse metro areas
- 900 non-profit partners
- In 2020, donated \$345 million worth of food and beverages



NEW STORES

- Although currently focused on an affluent consumer base, future locations are focused on engaging in new and diverse communities.

VERNON BOYKIN SCHOLARSHIP FUND

- \$500,000 fund to pay for student loans or tuition for Black Crew Members and family
- \$1 million annual college scholarship available to all



MISSION STATEMENT

The mission of Trader Joe's is to give our customers the best food and beverage values that they can find anywhere and to provide them with the information required to make informed buying decisions. We provide these with a dedication to the highest quality of customer satisfaction delivered with a sense of warmth, friendliness, fun, individual pride, and company spirit.

Core values: integrity, treating the store as a brand, being product driven, producing a customer wow experience and kaizen



WHAT CAN TRADER JOE'S DO BETTER?

RACISM IN THE BRAND

- Controversy over Trader Ming's, Trader Jose, Trader Giotto's, etc.



LONGEVITY

- Efforts need to be lasting and impactful in communities
- Most initiatives were started in the past year
- Will they be effective?



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