

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 in various dynamic poses, such as walking, running, jumping, and dancing. They are wearing a wide variety of clothing, including t-shirts, sweaters, jeans, overalls, and dresses. The central text is contained within a white, rounded rectangular bubble. The text itself is in a bold, dark blue, sans-serif font. Below the main title, the author's name is written in a smaller, red, sans-serif font.

# **TRADER JOE'S DIVERSITY AND INCLUSION**

Lily Shive

A large, light blue, irregular speech bubble shape is centered on a white background. Three stylized human figures are positioned around it. One figure is at the top, peeking over the top edge with arms raised in a celebratory gesture, wearing a red jacket with white polka dots. Another figure is on the bottom left, standing with their back to the viewer, wearing a grey t-shirt with colorful confetti and dark pants. The third figure is on the bottom right, walking towards the right, wearing a brown sweater and red pants. The text is centered within the blue bubble in a bold, dark blue, sans-serif font.

**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?



## WORKS CITED

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