

Wal-Mart Watch
“Too Big, Too Bad”: 60 Radio Spot
April, 2007

<p>Audio: [Crusty old rural sounding male narrator – no music]</p>	
<p>Remember when Wal-Mart used to have all those signs up in the stores that said they “Buy American”?</p>	<p>Wal-Mart’s “Buy American” Program is a Sham. In February 1985, Walton wrote 3,000 American manufacturers and wholesalers to announce that the chain wanted to buy more American goods. Walton said: “We cannot continue to be a solvent nation as long as we pursue this current accelerating direction. Our company is firmly committed to the philosophy by buying everything possible from suppliers who manufacture their products in the United States.” Today, however, over 80 percent of Wal-Mart’s 6,000 global suppliers are based in China. [Wal-Mart Press Release, 3/13/85; Wal-Mart Literature, 1994; PBS Frontline, 11/16/04]</p>
<p>Well ... times have changed. Now Wal-Mart buys from just about everywhere</p>	<p>Wal-Mart Outsources Heavily to China. In 2004, almost 10 percent of everything imported to the United States from China was imported by Wal-Mart—making the company, if it counted as a sovereign nation, China’s eighth-largest trading partner. [<i>BusinessWeek</i>, 10/7/05; Charles Fishman, <i>The Wal-Mart Effect</i>, 2006]</p> <p>The Retailer Is Eyeing India for Outsourcing Too. In March 2004, Business Line reported that Wal-Mart intends to outsource \$11 billion in textile merchandise over the next few years. The company has planned to buy \$1.5 billion dollars worth of goods from India in 2006, and has increased operations out of its Bangalore office -- which already employs 80 staffers focused on new outsourcing relationships. [Business Line, 3/26/05; Bloomberg News, 7/11/05; Women's Wear Daily, 3/13/06]</p> <p>Buying from Everywhere Else but the US. A Wal-Mart website declares: "As the world's largest retailer, we're in thousands of communities around the USA and 15 other countries. We buy products from more than 60,000 suppliers in 70 countries." [http://www.walmartfacts.com/articles/1618.aspx]</p>
<p><i>but</i> the United States of America ... including their meat products.</p>	<p>Peterson Defends Lack of Food Labeling. In an interview with <i>Beef</i> Magazine, Bruce Peterson said, “The only reason COOL is out there today is because some producers think the customer will believe something must be wrong with a product if it comes from anywhere but the USA. That's just not the case. We're simply not going to — and are not able to — market a product that has something wrong with it, no matter where it comes from. If you're a beef producer, the enemies are not Argentina or Canada. The enemies are the other protein choices out there. If you want people to eat more beef, don't drive them into buying the</p>

	enemy.” [<i>Beef</i> magazine. June, 2003.]
It’s why they’re fighting against country of origin labeling	<p>COOL Puts Too Many Restrictions on Wal-Mart. In February 2005, Bruce Peterson wrote a letter to the Department of Agriculture’s William T. Hawks, urging a revision to the law that would place the bulk of labeling burdens on suppliers, not retailers: “‘We respectfully request that the USDA allow a complete supplier record to serve as the only record necessary at store level and remove the requirement for corporate or intermediary recordkeeping.’” [Letter to the Under Secretary for Marketing and Regulatory Programs from Bruce Peterson, Executive Vice President of Wal-Mart, 2/2/05.]</p> <p>Wal-Mart Contributes Heavily to Defeat COOL. From 2000 to 2004, Wal-Mart contributed more money, over \$3 million, to COOL opponents’ campaign than any other company in the United States and spent more than \$2.7 million on anti-COOL lobbying. [“Tabled Labels: Consumers Eat Blind While Congress Feasts on Campaign Cash,” Public Citizen. p 17.]</p>
If you go into a Wal-Mart, good luck figuring out where their meat comes from.	No Labels. Wal-Mart currently does not label all of its meat products. [<i>Beef</i> magazine. June, 2003.]
The man in charge of buying meat and produce for Wal-Mart, Bruce Peterson ... had this to say about country of origin labeling, quote “we think the law should be repealed” and that quote “proponents of country of origin labeling don’t understand the consumer” ... it has “zero benefits to the consumer.”	Reprimanding COOL Proponents. In June 2003, in an interview with <i>Beef</i> magazine, Wal-Mart Senior Vice President and General Merchandise Manager of Perishable Foods Bruce Peterson said, “Ideally, we think the law should be repealed...It’s clear the proponents of COOL don’t understand the consumer. COOL applies costs to the system and provides zero benefits to the consumer.” [<i>Beef</i> magazine. June, 2003.]
Well Mr. Peterson, you try and tell a mom or dad buying food for their kids that it	

<p>shouldn't matter to them where that beef or pork came from ... or that it doesn't matter to American farmers and ranchers.</p>	
<p>Wal-Mart. Too big to care. Too bad for the rest of us.</p>	