



Selling Locally Made Goods

“One of our core business practices is engaging with domestic suppliers to support national economies,” says Raúl Argüelles, senior vice president of corporate affairs for Walmart de México y Centroamérica. “By offering beautiful, high-quality products, we are pleasing our customers and providing access to a higher income for those who make the items.”

Measurement/Results

- Walmart de México y Centroamérica’s Commercialization Program has sold more than \$585,000 since 2005.
- The company increased the income of its beneficiaries 13 percent through support for production projects.
- It commercializes products from nine states of the country, generating sales of more than \$167,000 in 2010.

Other SR Involvement

The program currently supports some 73 communities with the help of nine NGOs in nine states. In one community, profits went toward the construction of a comprehensive irrigation system and greenhouses, assuring the community the means to harvest their own food throughout the entire calendar year. In another more traditional community, a barter center was restored, where handicrafts can be exchanged for basic food items.

Overview

Walmart de México y Centroamérica is a Mexican company, 68 percent of which is owned by Wal-Mart Stores Inc. It operates more than 2,300 stores, restaurants, and supermarkets under a variety of names throughout Mexico and Centroamérica. The Walmart de México Foundation was established in 2003 with the mission of fostering sustainable solutions to food insecurity and economic development in poor communities to improve income and quality of life. Since its founding, it has channeled more than \$167 million, benefiting 14.7 million people. In 2010 alone, the foundation contributed \$39.9 million to 260 charitable institutions, benefiting 2.3 million people who suffer from extreme food poverty throughout the country.

Social Responsibility Challenge

In Mexico, poverty rates are high—18 percent live in conditions of food poverty and more than 47 percent are considered poor. More than 20 million people live in extreme poverty and suffer from malnutrition. Many Mexicans—especially women—survive by selling the products they make. But finding a market for their goods can be a challenge, and getting them there from remote villages can be even more difficult.

Solutions

The Walmart de México Foundation developed the Indigenous Product Commercialization Program, which offers training and funding to boost production processes of marginalized communities and indigenous groups living in isolated regions to improve their income and quality of life. Communities that meet the foundation’s requirements to merchandise their products are provided with transportation, logistical, and distribution support, as well as preferential space at Walmart de México stores, so the public can purchase their products. Participating producers receive 100 percent of sales, including profits. In keeping with Walmart de México’s gender equality and inclusion principle, the program directly benefits indigenous women who are producers of baskets, garments, and jams.



Organization: Walmart de México y Centroamérica
Location: Mexico City, Mexico
Website: www.walmartmexico.com.mx
Founded: 1958
Employees: 219,000

Photos: Wal-Mart de México offers indigent women the training and opportunity to sell handmade products and receive 100 percent of sales, including profits.