

# ASSIGNMENT 1: SPEECH

## MC 4971 CORPORATE COMMUNICATIONS

**Speaker:** William Rodney McMullen, CEO of The Kroger Co.

**Setting:** National Convention to Inform the White House Conference on Hunger, Nutrition and Health

**Purpose:** This speech will focus on Kroger's sustainability efforts with a focus on food insecurity, food nutrition and electric vehicles.

**Audience:** Other CEOs of large food retailing companies, shareholders of these companies, and members on the White House health task force.

**Date:** Monday, Sept. 12, 2022

### **Title: CEO of The Kroger Co. to Speak at The White House Health Conference on Sustainability**

My name is William Rodney McMullen, and I have had the honor of being CEO of The Kroger Co. for the past eight years. In this time, I have learned the shocking truth behind food waste in this industry. Did you know that 229 million tons of food from retailing companies gets thrown away? At the same time, one in eight Americans battle hunger and food poverty. This equates to 42 million Americans starving each year.

Another glaring issue of sustainability is the amount of CO<sub>2</sub> pollution associated with weekly quick in-person trips to the grocery store. Over 17 million metric tons of CO<sub>2</sub> are released annually into the environment from these shopping trips. For reference, this is

equivalent to the amount of carbon pollution from 3 million cars each year.

Now that we know these facts, the question is, what is Kroger doing to combat these issues of sustainability? Kroger has always had a strong focus on ESG which stands for environmental, social and governance.

- This is why we have developed our “Zero Hunger, Zero Waste” campaign to combat food waste and the hunger crisis. We first strive to provide affordable and healthy food options for our customers. On top of this, we have invested \$10 million into new ideas to stop the food waste each year. As of now, we are on track to provide more than 3 billion meals for those in need by 2025 from food that would have otherwise gone to waste. For the food that has expired and/or cannot be used to donate a meal, 93% of our stores are recycling these products into animal feed or into compost.
- Another part of ESG is the aspect of environmental impact. With the amount of greenhouse gases being released into the environment from weekly shopping trips, Kroger is developing an incentive program to encourage shoppers to stay home and order groceries through our e-commerce platform. This program will make it so one truck can deliver groceries to a multitude of

households and keep hundreds of cars off the road. This will also be more convenient for consumers, and it will ultimately provide more jobs. For example, our new e-commerce warehouse in North Carolina will bring nearly 700 jobs to the community.

- Another push we are bringing to our sustainability efforts comes with our partnership with Tesla to bring hundreds of electric vehicle charging stations to stores across the country. This comes with our effort to reduce our carbon footprint which even extends to our customers.

These three efforts toward sustainability all fall under the umbrella of our ESG campaign. At Kroger, we believe that everyone deserves access to quality fresh food. We also believe that it is our job as the third largest food retailer to reduce the carbon footprint of our employees, delivery methods and even customers. Now that you know the facts, it is up to us to embark on this mission together. Will you join Kroger in our efforts to end food poverty and reduce carbon emissions?

# # #

Emmie Ravain  
[eravai1@lsu.edu](mailto:eravai1@lsu.edu)  
985-259-1506