



Written by [R. Cort Kirkwood](#) on November 27, 2024

Walmart Surrenders to Pressure, Ends Some DEI Policies, Puts Others Under Review

Anti-DEI activist Robby Starbuck has forced the world's largest corporation to change its insane diversity, equity, and inclusion policies.

Walmart has either canceled or is reviewing anti-white, anti-Christian, pro-homosexual, pro-"transgender" policies it imposed on unwilling employees.

Starbuck has already [forced Tractor Supply](#), [John Deere](#), and several other companies to do the same. But Walmart is by far the biggest corporate whale he has harpooned.



MikeMozartJeepersMedia/Wikimedia Commons

MASSIVE news: Walmart is ending their woke policies. I can now exclusively tell you what's changing and how it happened.

Last week I told execs at [@Walmart](#) that I was doing a story on wokeness there. Instead we had productive conversations to find solutions.

Below are the...
pic.twitter.com/BD02xJQ0X2

— Robby Starbuck
(@robbystarbuck) [November 25, 2024](#)

Walmart to Employees: You're a Racist and White Supremacist

The change has been three years coming.

As [The New American reported](#) in 2021, citing *City Journal's* Christopher Rufo, the \$648.1 billion company, [which employs](#) more than two million people, embarked on a DEI brainwashing program that was little more than a [Maoist struggle session](#).

Programmers told employees that the United States is a "white supremacy system," designed by white Europeans "for the purpose of assigning and maintaining white skin access to power and privilege."

"American history is presented as a long sequence of oppressions, from the 'construction of a "white race"' by colonists in 1680 to President [Barack] Obama's stimulus legislation in 2009, 'another race



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neutral act that has disproportionately benefited white people,” Rufo explained:

Consequently, the Walmart program argues, white Americans have been subjected to “racist conditioning” that indoctrinates them into “white supremacy,” or the view “that white people and the ideas, thoughts, beliefs, and actions of white people are superior to People of Color and their ideas, thoughts, beliefs, and actions.”

Thus, white employees [were expected](#) to accept “intersectionality,” “internalized racial oppression,” “internalized racial inferiority,” and “white anti-racist development.”

The formula of “woke capital” is clear: American executives—the most privileged people on the planet—can collect accolades and social status by pledging allegiance to DEI and telling workers they’re racist oppressors.

Read the full story in City Journal: <https://t.co/eogVPTMrPM>

— Christopher F. Rufo [@realchrisrufo](#) [October 14, 2021](#)

Plus, as Starbuck noted in his report on Walmart’s retreat, the company was also all in on brainwashing kids to become homosexuals or “transgenders,” and participated in the Human Rights Campaign’s (HRC) Corporate Equality Index. HRC is a key propaganda arm of the anti-family, anti-Christian far Left.

The homosexual outfit [awarded Walmart](#) a rating of 100 for being a leader in “LGBTQ+ Equity and Inclusion.”

Two of the more frightening items in Walmart’s grade were the 50 out of 50 it received for “inclusive benefits” and “internal training and inclusive culture.”

[Inclusive benefits include:](#)

Supports: Equivalency in same- and different-sex spousal and partner medical and soft benefits;

Supports: Equivalency in same- and different-sex family formation benefits;

Supports: Equal health coverage for transgender individuals without exclusion for medically necessary care;

Supports: Provides an LGBTQ+ Benefits Guide for its employees.

Whether those benefits will change is unclear.

But the second category — internal training and inclusive culture — might well be abandoned:

Supports: Provides four LGBTQ+ internal training elements (including an intersectionality training);

Supports: Provides at least one LGBTQ+ inclusive data collection effort;

Supports: Provides Gender Transition Guidelines and at least one additional transgender inclusive policy or practice for its employees;



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Supports: Has either an LGBTQ+ Employee Resource Group or an LGBTQ+ Inclusive Diversity Council.

Starbuck's Report

On X, Starbuck reported that he called Walmart execs and said he would soon begin discussing its woke agenda.

"Last week I told execs at @Walmart that I was doing a story on wokeness there," he wrote. "Instead we had productive conversations to find solutions."

Starbuck says Walmart agreed to abandon or change multiple DEI policies:

- Participation in the pro-pervert HRC Corporate Equality Index is over.
- Walmart will remove "inappropriate sexual and / or transgender products marketed to children."
- It will not fund homosexual child-grooming events.
- It will end its Racial Equity Center and its "racial equity training" through the anti-white [Racial Equity Institute](#).
- Suppliers will no longer be chosen because of their diversity programs or lack thereof.
- The idiot term LatinX is out.
- It will discontinue using the anti-white, pro-homosexual propaganda term DEI.

Starbuck noted that his and consumer efforts have "changed policy at companies worth over \$2 Trillion..., with many millions of employees who have better workplace environments as a result."

"Companies can clearly see that America wants normalcy back," he continued:

The era of wokeness is dying right in front of our eyes. The landscape of corporate America is quickly shifting to sanity and neutrality. We are now the trend, not the anomaly.

We are winning and one by one we WILL bring sanity back to corporate America.

So far you've helped me change corporate policy at Tractor Supply, John Deere, Harley Davidson, Polaris, Indian Motorcycle, Lowe's, Ford, Coors, Stanley Black & Decker, Jack Daniels, DeWalt tools, Craftsman, Caterpillar, Boeing, Toyota and now WALMART! We are a force to be reckoned with and we won't stop until wokeness is extinct.

Other Companies

Walmart isn't the only company that told white employees they need "anti-racist education."

So also did CVS, the pharmacy giant, and Raytheon, the defense contractor. White employees at the companies faced systematic maltreatment, Rufo wrote.

CVS hired Ibram Kendi to teach 25,000 hourly-wage workers that all Americans—including small children—are "completely soaked in racist ideas."

"Our kids are basically functioning on racist ideas, choosing who to play with based on the kid's skin color." <https://t.co/F4kgd5aWtM>

— Christopher F. Rufo [@realchrisrufo](#) [September 23, 2021](#)



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CVS hired race hustler Ibram X. Kendi, [Rufo explained](#), to tell employees they are “walking through society completely soaked in racist ideas.” Celebrating Christmas, having easy-to-pronounce names, and even feeling safe at home make them “privileged.”

[Raytheon offered](#) CRT training and Kendi’s propaganda that instructed white employees on what they can and can’t say to minority employees.



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