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Kroger announces diversity, equity and inclusion plan

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The Kroger Co. announced its Framework for Action: Diversity, Equity & Inclusion plan, featuring both immediate and longer-term steps developed in collaboration with associates and leaders to accelerate and promote greater change in the workplace and in the communities the organization serves.

Kroger announces new diversity, equity and inclusion plan, focusing on 10 immediate actions to advance and promote greater change in the workplace and in the communities the company serves.

"As America's grocer, Kroger is driven to bring Americans together as an employer, grocery provider and community partner, representing Our Purpose to Feed the Human Spirit," said Rodney

McMullen, Kroger's chairman and CEO. "Over the last several months, we've listened closely to our half a million associates and countless communities across the nation. It's never been clearer that our collective energy is necessary to achieve true and lasting equality.

"We have taken a very thoughtful and purposeful approach to develop what we believe are the right actions to substantially and positively impact our culture and our country, creating real change now and into the future. We are approaching this effort with humility, knowing we can't do it alone and don't and won't have all the answers. Our new Framework for Action: Diversity, Equity & Inclusion plan reflects our desire to redefine, deepen, and advance our commitment, mobilizing our people, passion, scale and resources."

Kroger's plan features five focus areas: Create More Inclusive Culture, Develop Diverse Talent, Advance Diverse Partnerships, Advance Equitable Communities, and Deeply Listen and Report Progress.

"Kroger welcomes associates from every race, culture, and ability, and we remain deeply focused on creating a more equitable workplace where every associate is empowered and supported and feels valued and a sense of belonging," said Tim Massa, Kroger's senior vice president and chief people officer. "And while diversity and inclusion have been longstanding Kroger values, this year has certainly served as an awakening. As an organization driven by purpose, we know we not only must continue to listen to our associates, but we must act. When we see our associates, customers and neighbors affected by systemic racism, discrimination and injustice, we are called to speak out and act in accordance with Our Values: Honesty & Integrity, Diversity & Inclusion, and Safety & Respect."

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