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Walmart Contact: Jami Lamontagne  
Ph: 1-479-273-4314

CARE Contact: Beth Kuenstler  
Ph: 1-415-874-4515

## **The Walmart Foundation and CARE Launch Agricultural Economic Development Initiative in Peru**

*Program to Impact 2,300 Peruvian Farmers and Create more than 300 New Jobs*

**BENTONVILLE, Ark., Feb. 16, 2010** – The Walmart Foundation and CARE today launched the Peru Agricultural Economic Development Initiative, which seeks to help 2,300 small-scale farmers in Peru. The program is expected to increase participants' incomes by 30 percent and create more than 300 new jobs in the region.

Through this initiative, women in Peru will become more involved in their family's farming operations. In addition, farmers will improve their agricultural operations, expand production, and gain better access to both local and export markets.

“Walmart is committed to empowering women to improve their livelihoods and enhance their economic opportunities,” said Margaret McKenna, president, Walmart Foundation. “Agriculture is an important source of income in rural areas of Peru, and we are excited that strategies will be implemented in this project to ensure women are actively involved in training workshops, enabling them to exercise more decision-making in their family farming operations.”

The project will focus on developing more productive artichoke, white corn, avocado, and other fresh vegetable value chains. Technical assistance providers will work closely with the growers to implement strong agricultural, environmental, and water resource management practices, strengthen business and negotiating skills, promote access to credit, and develop relationships with local buyers and exporting companies. The project will take place in the Huaylas, Yungay, Carhuaz, Huaraz and Ancash provinces in the north-central highlands of Peru.

“In the rural highlands of Peru, so many women are not recognized for the essential roles they play in the economic well-being of the family,” said Helene Gayle, CARE president and CEO. “With Walmart’s generous commitment, we can help empower women with lifelong skills that will help lead to increased productivity and incomes.”

Last May, the Walmart Foundation announced a \$1 million grant to CARE for projects focusing on empowering impoverished women in Peru, Bangladesh and India through

education, job-training and entrepreneurial support programs. This project is part of a series of initiatives to elevate women from poverty worldwide. Globally, women make up 70 percent of the one billion people living on less than a dollar a day and work two-thirds of the working hours, produce half of the world's food, yet earn only 10 percent of the world's income and own less than 1 percent of the world's property.

#### **About CARE**

CARE fights root causes of poverty in the world's poorest communities. CARE places special focus on working alongside poor women because, equipped with the proper resources, women have the power to help whole families and entire communities escape poverty. In over 65 countries, women are at the heart of CARE's community-based efforts to improve education, prevent the spread of HIV, increase access to water and sanitation, expand economic opportunity and protect natural resources. Each year, CARE helps tens of millions of people around the world effect real, positive changes in their lives.

#### **About Philanthropy at Walmart**

Walmart and the Walmart Foundation are proud to support the charitable causes that are important to customers and associates in their own neighborhoods. Through its philanthropic programs and partnerships, the Walmart Foundation funds initiatives focused on creating opportunities in education, workforce development, economic opportunity, environmental sustainability, and health and wellness. From February 1, 2008 through January 31, 2009, Walmart – and its domestic and international foundations – gave more than \$423 million in cash and in-kind gifts globally. To learn more, visit [www.walmartfoundation.org](http://www.walmartfoundation.org).

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