

Target Steps Away from DEI

Target has become infamous for its support of DEI and left-leaning culture ever since it donned the “tuck-friendly” swimsuit back in 2023 and their pride-theme nutcracker Christmas decor pieces. Now, with change in the air amid the new Trump administration, Target is pulling away from their DEI policies.

As CNBC reported, Target sent a memo to its employees, sharing that they will terminate their three-year DEI goals, end their reports to outside diversity groups such as the Human Rights Campaign’s Corporate Equality Index and conclude their specific focus of carrying additional products from minority owned businesses.

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The chief community impact and equity manager for Target, Kiera Fernandez, reportedly sent the staff the memo concerning the changes.

“Many years of data, insights, listening and learning have been shaping this next chapter in our as a retailer that serves millions of consumers every day, we understand the importance of staying in step with the evolving external landscape, now and in the future – all in service of driving Target’s growth and winning together.”

This is a major change of heart for the corporation. As the Associated Press noted, Target’s changes come right after Walmart, McDonald’s, John Deere, Harley-Davidson and Ford also scaled back their DEI initiatives.

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In a world where retailers have had upside-down agendas for years, perhaps this is the beginning of something new. As our government has shifted, we just may be in for some more changes in the culture at large. If the woke ideology of the past can be torn down, these altars set up on high, then just maybe America is on the cusp of seeing revival spark once again.

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