

Tractor Supply Co. Dumps Left-Wing Messaging Amid Backlash

This past June saw a far more muted celebration of pride, but that doesn't mean the monthlong festivity was without some company or another causing waves of anger among its customer base.

It took many by surprise when conservative commentator Robby Starbuck and his team exposed the rural-serving Tractor Supply Co. as beholden to the radical leftist policies which saw Target, Bud Light and others lose billions of dollars in market share.

Starbuck's campaign, posted regularly on the breaking news social media platform X, exposed CEO Hal Lawton for pushing left-wing policies at the company.

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Thanks to Starbuck's efforts, the backlash from Tractor Supply Co.'s predominantly conservative customer base saw the company reverse track and abandon the destructive practices that inhibit ingenuity and creativity while pushing division and racism.

Here are the five promises Tractor Supply Co. made in their public statement following their stock dropping suspiciously around the same time as Starbuck's revealing information campaign on the company:

- No longer submit data to the Human Rights Campaign
- Refocus our Team Member Engagement Groups on mentoring, networking and supporting the business

- Further focus on rural America priorities including ag education, animal welfare, veteran causes and being a good neighbor and stop sponsoring nonbusiness activities like pride festivals and voting campaigns
- Eliminate DEI roles and retire our current DEI goals while still ensuring a respectful environment
- Withdraw our carbon emission goals and focus on our land and water conservation efforts

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Starbuck's successful campaign shows what many Americans strive for in business: an environment that promotes an honest, hard-working meritocracy where you are judged based on your performance, not your skin color.

American values such as this have been the bedrock of the nation's success, and the roots of these values are found in the Bible. By honoring these principles, we welcomed in an era of blessing to go along with the success of hard work, and we can do so again.

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