



Tractor Supply

Locations: Tennessee (HQ)

Industries: Retailing

RISK LEVEL:



Lower Risk

DESCRIPTION:

Tractor Supply is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Tractor Supply occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Tractor Supply received a score of 55 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). Tractor Supply has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (3).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Tractor Supply likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations (1)(2)(3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Tractor Supply provided unconscious bias and inclusiveness training for its employees. However, in June 2024, the company pledged to shift its corporate policies and practices back to neutral, pledging to withdraw its DEI goals (1)(2)(3)(4). Tractor Supply's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (5)(6). Tractor Supply does not provide viewpoint protections for its employees (7)(8).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

Lower Risk

Tractor Supply scored a 55 out of 100 on the Human Rights Campaign's 2023-2024 Corporate Equality Index. However, in June 2024, the company pledged to shift its corporate policies and practices back to neutral. Tractor Supply pledged to stop submitting data to the HRC, eliminate DEI roles in the company, and withdraw its DEI and carbon goals (1)(2)(3)(4). Tractor Supply's CEO is also a member of the Business Roundtable but has not supported any of the Business Roundtable's ideological initiatives (5).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.

Lower Risk

In 2021, Tractor Supply donated more than \$570,000 to DEI causes. However, in June 2024, Tractor Supply pledged to stop sponsoring "nonbusiness activities" (1)(2). Otherwise, there are no publicly known cases of Tractor Supply using corporate funds to advance ideological causes, organizations, or policies (3).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

Lower Risk

Tractor Supply has not used its PAC donations or lobbying for ideological purposes (1)(2)(3).

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