



WHOLE  
FOODS  
MARKET

# 2023

## Impact Report

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*An update on our commitment to people,  
the planet and our communities.*



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WHOLE FOODS  
MARKET

11900

# Introduction

INTRODUCTION

OUR APPROACH

SOURCING

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WASTE AND PACKAGING

# LETTER FROM OUR CEO

Almost 45 years ago, Whole Foods Market was founded on the idea that how we grow, raise, farm and produce goods can have a profound and lasting impact on people and the planet. That was an innovative idea at the time, but we forged ahead, making every decision with that in mind. And we continue to do so to this day.

That's why I am thrilled to share the Whole Foods Market 2023 Impact Report, which highlights our ongoing work to reduce our environmental footprint, champion agriculture as a force for good in the food system, thoughtfully source our products, strengthen our communities and care for our Team Members.

2023 brought big wins, growth and substantial impact. We added to the number of ingredients we ban, diverted literally tons of waste from landfills, made our stores and operations even more energy efficient, donated \$6.6+ million as well as millions of pounds of food to communities in need, worked to promote worker welfare and strengthened our longstanding commitment to climate-smart agriculture, like organic and regenerative agriculture. In fact, this year we celebrated 20 years as the first (and only) certified organic national grocer in the United States—a milestone that truly underscores our legacy.

These achievements wouldn't have been possible without the time, energy and dedication of each of our nearly 100,000 Team Members. This year, we continued investing in their growth and happiness as well. We saw an outstanding number of Team Member promotions and Career Development Program graduates. We also launched our Green Mission 2.0 program, empowering store Team Members to engage with our sustainability work at the local level through education and activation. Team Members' passion and energy for the company was reflected in how many serve as Certified Culture Champions—a voluntary program for Team Members who are dedicated to our unique culture—which reached 24,574 in 2023.

While all this past year's wins were impactful, the truth is that many of them were built on decades of effort and investment. And that commitment won't change as we continue working to further our purpose to nourish people and the planet. I can't wait to see what we'll be able to accomplish in 2024 and beyond.



“Whole Foods Market was founded on the idea that how we grow, raise, farm and produce goods can have a profound and lasting impact on people and the planet. That was an innovative idea at the time, but we forged ahead, making every decision with that in mind. And we continue to do so to this day.”



*John Burch*  
CEO, Whole Foods Market

# COMPANY STATS

**550+**

ingredients banned across our standards for food, beverages, supplements, body care and household cleaning products

**41,000+**

and counting active organic products offered across our stores

NEARLY  
**100,000**

Team Members in the U.S., Canada and the U.K.

**536**

Whole Foods Market Stores in the U.S., Canada and the U.K.

8 new stores opened in 2023

BOZEMAN, MONTANA

ROCHESTER, NEW YORK

JERSEY CITY, NEW JERSEY

NEW COMMUNITIES JOINED

ALBUQUERQUE, NEW MEXICO

WHOLE FOODS MARKET



**~2,600**

affordably priced and thoughtfully sourced products under our 365 by Whole Foods Market brand

# VALUES AND PURPOSE

TEAM MEMBERS ARE  
OUR SECRET SAUCE

At Whole Foods Market, our purpose is to nourish people and the planet. That purpose is alive in our stores, embedded in our culture, and it serves as our north star for how we do business.



## Our Core Values

As a purpose-driven company, our six Core Values guide how we aspire to do business and interact every day with our customers, our supplier partners, our Team Members and the communities where we operate.

1

We sell the highest quality natural and organic foods

2

We satisfy and delight our customers

3

We promote Team Member growth and happiness

4

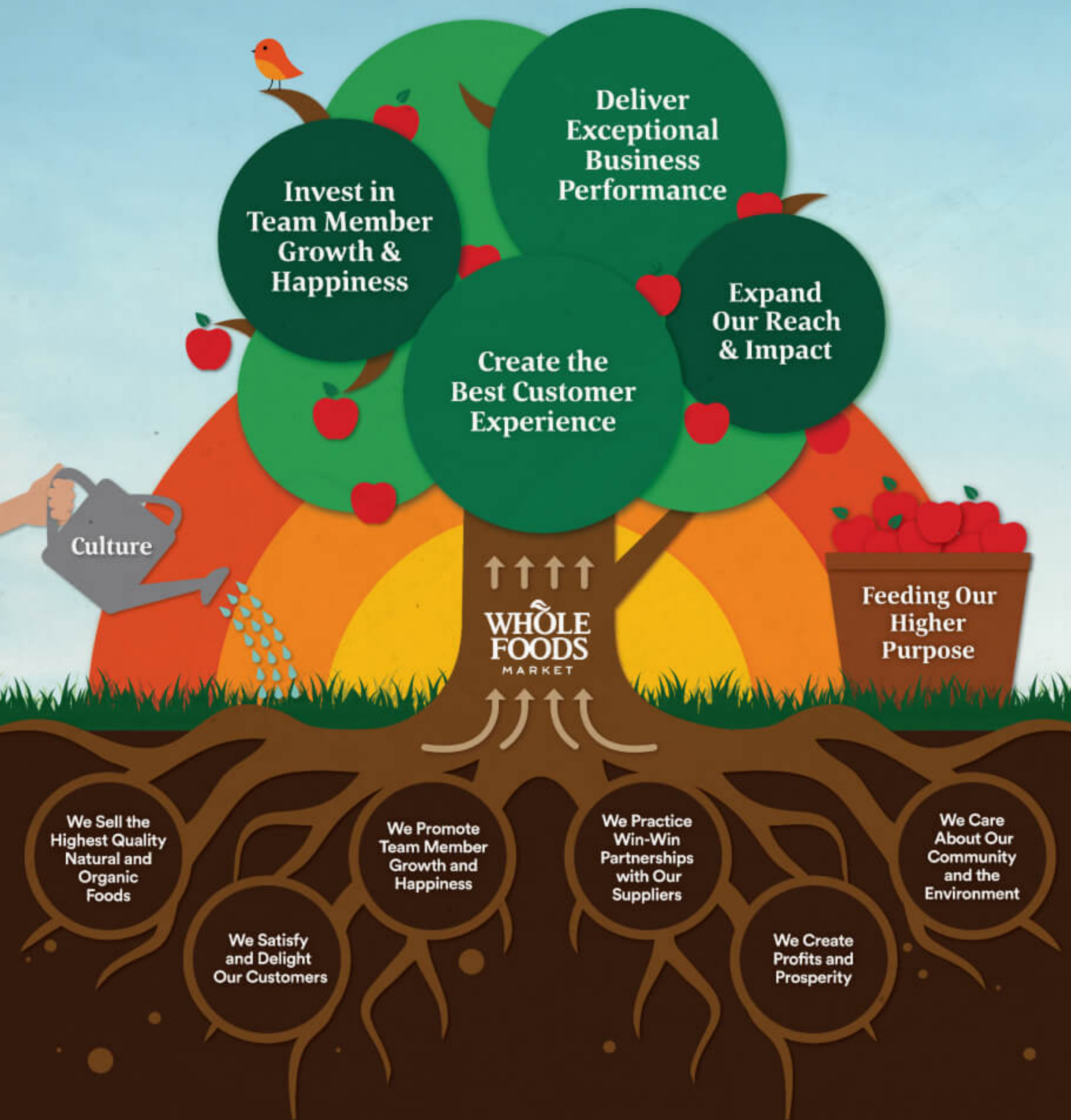
We practice win-win partnerships with our suppliers

5

We create profits and prosperity

6

We care about our community and the environment



## GROWING WITH PURPOSE

Announced in 2023, Growing with Purpose is our 10-year vision that will guide Whole Foods Market into the future as we fulfill our higher purpose to nourish people and the planet.

*OVER THE NEXT DECADE, WHOLE FOODS MARKET WILL GROW BY INCREASING AND INVESTING PROFITS STRATEGICALLY WHILE FOCUSING ON FOUR CLEAR PRIORITIES:*

Creating the best customer experience in stores and online, investing in Team Member growth and happiness, delivering exceptional business performance and expanding reach to serve customers in new ways.

# 2023 IMPACT HIGHLIGHTS

## Sourcing

**OVER**  
57% of fresh produce  
sold was organic

154 products with a  
regenerative agriculture  
certification  
across our stores

REGENERATIVE  
ORGANIC CERTIFIED,  
REGENERATED, OR  
ECOLOGICAL OUTCOME  
VERIFIED

322 products using  
validated regenerative  
practices or ingredients



## Waste

**NEARLY**  
70% overall diversion rate

(Diversion rate is a measure of the amount of discarded materials being diverted from landfill or incineration through pathways like recycling or composting)

121,900+ tons of recyclable  
materials diverted  
from landfills through recycling

87,000+ tons of unsold food and  
food scraps kept from landfills  
through organic diversion programs (such as composting)

532 stores  
with active recycling programs  
(99% of stores)

452 stores  
with active organic diversion  
programs (such as composting)  
(85% of stores)

## Built Environment

46 stores using low  
GWP (global warming  
potential) refrigerants

14 stores retrofitted  
with more energy-  
efficient LED lighting

SOUTH WINDSOR,  
CONNECTICUT





## Whole Foods Market Foundations

### WHOLE KIDS

509 educational gardens, 43 salad bars  
and 108 beehives donated to schools

### WHOLE CITIES

64 Community First grants  
to community-led organizations

### WHOLE PLANET

\$7,602,500+ loaned to  
microfinance partners  
across 37 countries for 26,600+ microloans



## Community Giving

33,837,686 lbs. of food—  
28 million meals worth—  
donated to food rescue  
and redistribution programs

~1,000 unique food  
rescue and redistribution  
programs supported

\$6,600,000+ donated to  
nonprofit organizations  
through Community Giving programs





# Our Approach

INTRODUCTION

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**The success of our business relies on all stakeholders. We focus on *building stakeholder trust and aligning our brand with internal and external expectations*. It's important to us to continually strengthen our Team Members' connection to our purpose, engage with key external parties to inform our sustainability efforts and validate our work, and increase our overall brand transparency through reporting.**

We aim to engage our stakeholders with a reporting structure that takes ownership of our sustainability narrative, defines our vision and shares transparent progress along the way. Publishing an annual Impact Report with data on our most important sustainability issues level-sets our sustainability work and offers an easy reference on our work for all our stakeholders. It also clearly demonstrates how our actions align with our purpose and values and keep us in line with the high expectations of all our stakeholders—our Team Members, customers, suppliers and communities.

The sustainability of our food system relies on the interconnectedness of stakeholders around the world. We take pride in showcasing the passion and dedication of all our stakeholders and remain committed to investing in and celebrating the interconnected nature of our food system through our reporting and all the work that goes into fulfilling our purpose to nourish people and the planet.

# SUSTAINABILITY STRATEGY OVERSIGHT

**We are pleased to share our 2023 Impact Report with the latest progress on Whole Foods Market efforts to fulfill our purpose to nourish people and the planet.**

Building on our 2022 Impact Report, this 2023 Impact Report collates sustainability-related information in one place for our internal and external stakeholders, serves as an accountability tool to define progress against our public goals, and highlights our brilliant Team Members, suppliers and other stakeholders that bring this work to life through their passion and dedication. It was written by the Whole Foods Market Quality Standards and Sustainability team with input and contributions from stakeholders across the company.

**THE WHOLE FOODS MARKET SUSTAINABILITY STRATEGY IS ORGANIZED AROUND FIVE FOCUS AREAS:**



**Responsible Sourcing; Climate and Nature; Waste and Packaging; People Impact; and Transparency, Reporting and Engagement.**

Aligning with industry best practices, we worked with third-party firm Anthesis to inform our focus areas, ensure focus and effort on the most strategic and impactful opportunities, and safeguard the integrity of our work.

Our leadership team is responsible and accountable for driving performance across our five focus areas and against our sustainability goals, which are established and managed in partnership with a centralized Quality Standards and Sustainability team led by two Whole Foods Market Vice Presidents. The work referenced in this report is implemented by teams across the company, including, but not limited to, Legal, Quality Assurance, Merchandising, Store Development, Marketing, Private Label, Indirect Procurement, our Foundations, Team Member Services, Learning and Development, and more. Ultimately, our sustainability strategy comes to life through each store, each Team Member, each customer, each supplier and each farmer through our operation, every day.

## SCOPE

This Impact Report covers work undertaken from January 1, 2023, to December 31, 2023. Unless otherwise noted, the data included in the report reflects this time period. This Impact Report covers Whole Foods Market's North American stores, facilities and operations. Where appropriate, we note the scope of specific performance tracking in the relevant report section.



## LEGISLATIVE AND POLICY SUPPORT

As part of our purpose to nourish people and the planet and our long legacy of environmental stewardship, Whole Foods Market advocates on behalf of our stakeholders, including farmers and the environment. This includes working closely with trade associations, advocacy groups and other third parties to proactively support issues and generate public awareness of our policy priorities through shared messaging, Whole Foods Market executives speaking at conferences, meetings with government officials, social media posts and endorsement letters to Congress.

### Supporting Farmers and Climate-Smart Agriculture

**We're actively engaging in the 2023-24 Farm Bill to drive more sustainable agricultural practices**, while reducing infrastructural challenges and barriers to market for farmers.

*Worked with the Organic Farming Research Foundation (OFRF)* to endorse the Strengthening Organic Agriculture Research Act (SOAR) in the House and the Organic Science and Research Investment Act in the Senate. Both make meaningful investments into organic and other climate-smart agriculture through research, education and extension initiatives.

*Worked with the National Young Farmers Coalition (NYFC)* in endorsing the Increasing Land Access, Security and Opportunities Act to fund community-led solutions that can help bring the next generation into agriculture.

*Worked with NYFC* to support the Small Farm Conservation Act to help meet the conservation needs of young and BIPOC producers through dedicated funding and a simplified application process for farmers and ranchers.

*Worked with the National Resources Defense Council* in endorsing organic opportunities overall in the Farm Bill.

*Endorsed the Organic Market Development Act* to help empower the organic community to meet consumer demand while increasing farm resilience and shoring up our domestic supply chain.

### Fighting Food Waste

Confusion around food date labeling can result in usable food being thrown out. In 2023, our parent company Amazon and Whole Foods Market signed a letter of support for the U.S. Food Date Labeling Act. Led by the World Wildlife Fund and the Zero Food Waste Coalition, the letter supports standardizing and clarifying date labels on food. This cost-effective, sustainability-focused policy would help prevent usable food from being wasted.





# *Sourcing*

INTRODUCTION

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**SOURCING**

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Whole Foods Market has been known for decades as a trusted place for high-quality grocery products and for our strict ingredient and sourcing standards that inform that quality. *We believe that with that trust comes the responsibility to continually improve our sourcing.*

We work with scientists, government and industry experts, NGOs and suppliers, digging into research related to health and the environment. We ask how we might positively benefit workers, animals and ecosystems related to the sourcing of the products we sell.

From regenerating soil with quinoa farming to celebrating a woman-owned seafood company to protein powder without plastic packaging, sourcing responsibly is all connected—we're all connected—within our purpose to nourish people and the planet.



# SOURCING AND INGREDIENTS HIGHLIGHTS

1981

No added hormones or sub-therapeutic antibiotics across our Meat department

1988

Body Care and Supplements Ingredient Standards

1999

First U.S. retailer to offer Marine Stewardship Council-certified sustainable seafood

2007

Whole Trade (now Sourced for Good) products supporting workers, communities and environmental stewardship

2008

Responsibly Farmed aquaculture standards

2011

Global Animal Partnership (G.A.P.) Animal Welfare Certified in our Meat department

2012

Household Cleaning Products Ingredient Standards



2017

Animal Welfare Standards for Laying Hens

2021

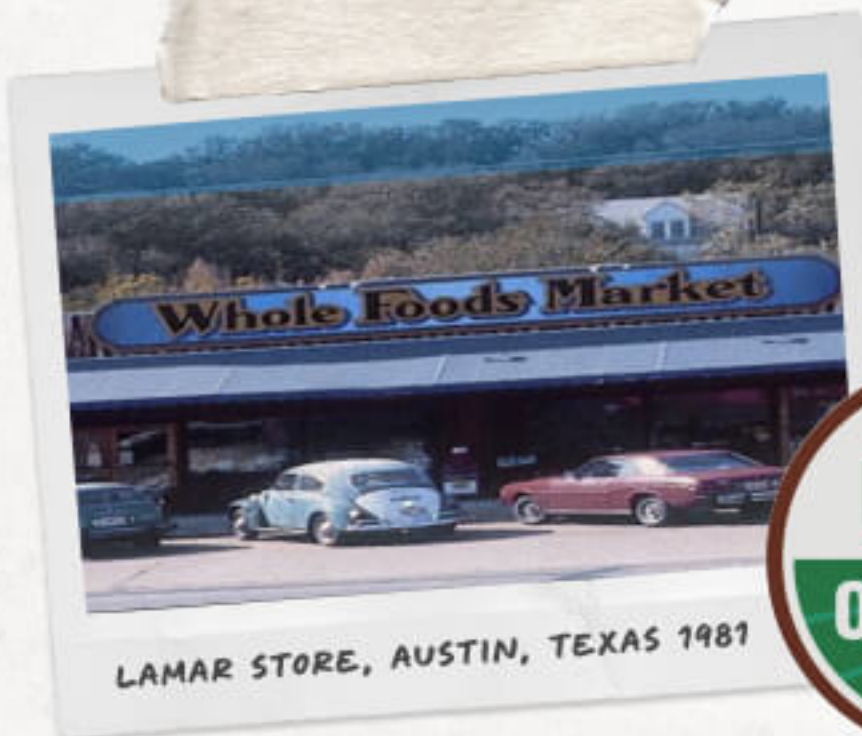
Label review process and requirements for regenerative agriculture label claims

2022

Adult Beverages Ingredient Standards

1980

First store opens with food standards for colors, flavors and preservatives



2003

First certified organic national retailer



2005

All eggs in our Dairy cases must be cage-free



2010

All wild-caught seafood in our Seafood department must be certified or rated for sustainability



2020

365 by Whole Foods Market brand packaged coffee and tea certified by Fair Trade USA, Fairtrade International or Rainforest Alliance



2018

Sustainable canned tuna standards

## 2023

Sourcing standards for all canned seafood



Pollinator Health Policy for fresh Produce and Floral announced





# INGREDIENT STANDARDS

From day one, we've been banning ingredients that we find unacceptable for the high-quality products our shoppers expect.

**As of the end of 2023, we have banned more than 550 unacceptable ingredients** across our standards for food and beverages, supplements, body care and household cleaning product categories.

Next year that number could be even higher. We continually evaluate new ingredients and reevaluate existing ingredients based on scientific research and food chemistry, intended use and more. After evaluating, we designate an ingredient as either acceptable or unacceptable.

“Quality and transparency are more important than ever to consumers. Our customers trust us, and we take this very seriously when reviewing ingredients in products that people put in and on their bodies. Our ingredient standards are a huge part of what makes Whole Foods Market who we are.”

*Carol Medeiros*

VICE PRESIDENT,  
Quality Standards and Whole Foods Market Foundation



## Food & Beverages

Includes pet food

300+ unacceptable ingredients

Plus 35+ unacceptable ingredients specific to adult beverages



BANNED

## Supplements

150+ unacceptable ingredients

BANNED



## Body Care & Beauty

240+ unacceptable ingredients

BANNED



## Household Cleaning Products

140+ unacceptable ingredients

BANNED

# ORGANIC AND REGENERATIVE AGRICULTURE

## We Dig Organic

Organic products are everywhere today, but twenty years ago it wasn't always easy to find them. Whole Foods Market played a big part in developing the organic industry, as well as the regulations that make the label trustworthy. We continue to support organic as an important part of our purpose to nourish people and the planet.

**In 2023, Whole Foods Market celebrated 20 years as the first certified organic national grocer in the United States, and we remain the only one.**

Every year, each of our stores and facilities is third-party inspected to recertify that we follow USDA National Organic Program (NOP) requirements for handling, labeling and selling organic products.

And we do more. At Whole Foods Market, we require certification for organic label claims on all products we sell—even those which aren't within the scope of the NOP, including non-food products such as body care, textiles, garden products and household cleaners.



**CHECK OUT THE WHOLE STORY**   
for more on how we maintain organic integrity.

## Supporting Regenerative

Our long-standing commitment to organic is part of a greater commitment to climate-smart agriculture, which also includes regenerative agriculture. Just as we work hard to preserve the integrity of the organic label, when shoppers see “regenerative” on products we sell, they should know we’re doing what it takes for that label to mean something.

**At Whole Foods Market, we define regenerative agriculture as holistic farming and grazing management practices that improve soil health, enhance biodiversity and increase carbon capture.**

To label a product we sell as regenerative, our Regenerative Agriculture Claims Policy requires third-party certification or verification, either Regenerative Organic Certified, Regenified or Ecological Outcome Verified. For products making claims about regenerative practices or ingredients on packaging, we require the successful completion of a Whole Foods Market assessment based on Soil Health Principles.

### REGENIFIED | PROGRAM CERTIFIER

*This regenerative agriculture certification program relies on science and data to evaluate a farm's progress in adopting regenerative practices. An annual boots-on-the-ground verification is required to maintain certification and help ensure the continuation and progression of regenerative practices. Regenified tracks measurable ecosystem outcomes, collecting over 65 data points, including from lab soil tests and product nutrient density testing.*



*In 2023, Regenified certified*

284 Farms

1M+ Acres

Across 3 Continents

## ORGANIC AND REGENERATIVE AGRICULTURE BY THE NUMBERS

**41,000+**  
organic products  
ACROSS OUR STORES

**973**  
365 by Whole Foods Market  
ORGANIC PRODUCTS

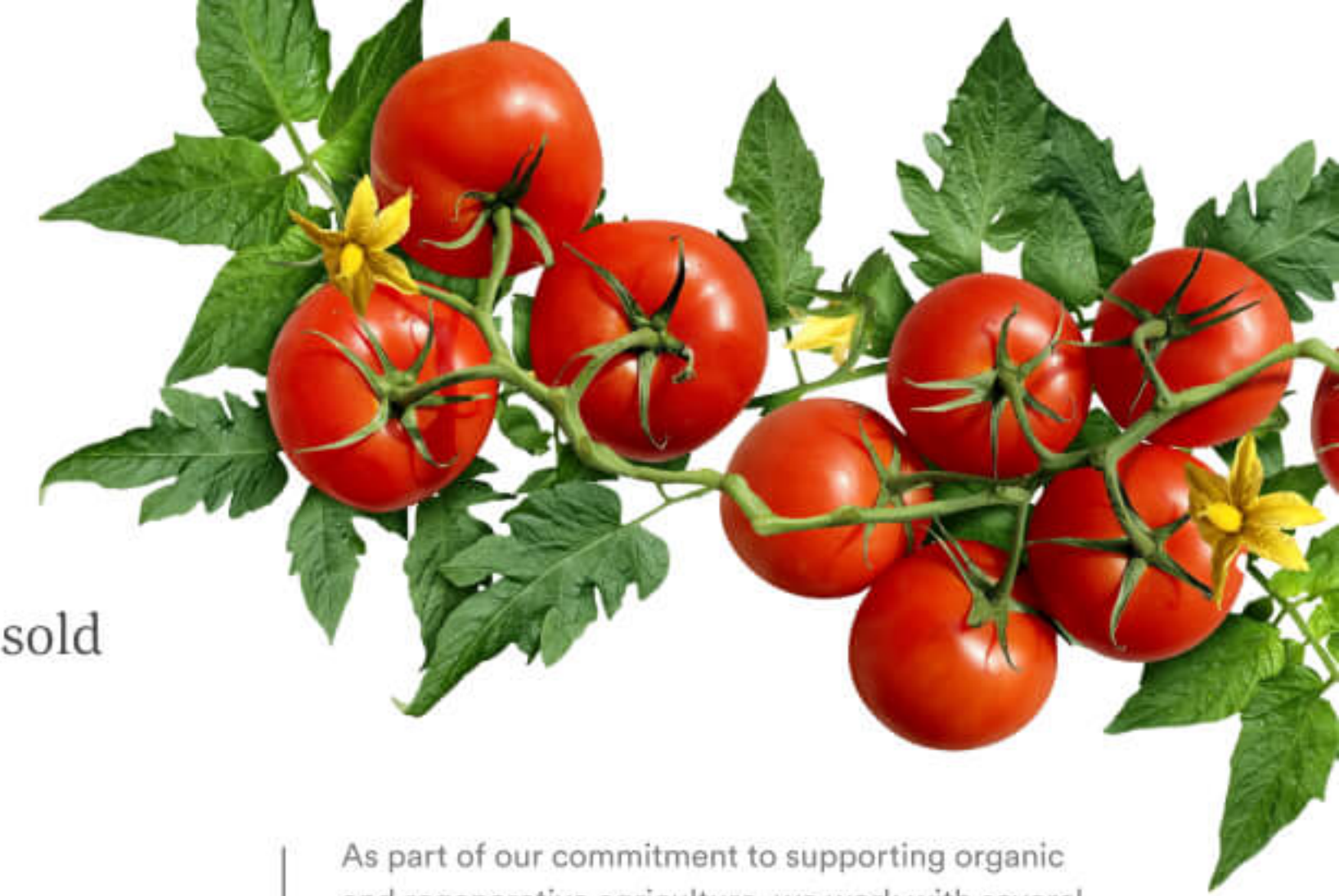
**OVER 57%**  
of the fresh produce we sold  
IN 2023 WAS ORGANIC

**154**  
Whole Foods Market  
BRAND ORGANIC PRODUCTS

**154**  
certified regenerative products  
ACROSS OUR STORES

**322**  
products with approved label  
CLAIMS ABOUT REGENERATIVE  
PRACTICES OR INGREDIENTS

As part of our commitment to supporting organic and regenerative agriculture, we work with several organizations, including Organic Trade Association, Organic Farming Research Foundation, CCOF Foundation, Regenerative Organic Alliance, Soil and Climate Alliance, Regenified, Mad Agriculture, EcoFarm and Climate Collaborative.



“Whole Foods Market has a long legacy of encouraging more sustainable farming through our commitment to organic and regenerative agriculture. We believe that we have a responsibility to support growers who are leveraging climate-smart growing practices that can help reduce carbon impact, foster climate resilience and promote myriad other environmental benefits.”

*Ann Marie Hourigan*

EXECUTIVE LEADER,  
Quality Standards Sourcing Programs

SOIL HEALTH AND BIODIVERSITY,  
KEY TO REGENERATIVE AGRICULTURE



## STONYFIELD | SUPPLIER HIGHLIGHT

For four decades, Stonyfield has been investing in the growth of New England's small organic dairy farms, now sourcing milk directly from 37 organic farms. In 2015, they donated \$1.63 million to jump-start the Wolfe's Neck Center organic dairy training program based in Maine, the first residential organic dairy training farm in the U.S.

In addition, Stonyfield's Direct Supply Program provides all farms with annual grants of \$4,000 to invest in technical assistance. The program also includes 1-to-1 and group support on soil health, sustainability, animal welfare and business planning from regional dairy experts. Through this program, Stonyfield supported nine farms to transition to organic, added eight new-to-market organic farms and is helping two more farms transition to organic this year.



### OUR OWN BRANDS

**365 BY WHOLE FOODS MARKET ORGANIC LARGE BROWN GRADE A EGGS** wear an Outdoor Access label, one of the four types of production systems permitted in our Animal Welfare Standards for Laying Hens. Our standards and organic standards align with no antibiotics allowed and no animal by-products in feed for the hens.



## SIMPLI | SUPPLIER HIGHLIGHT

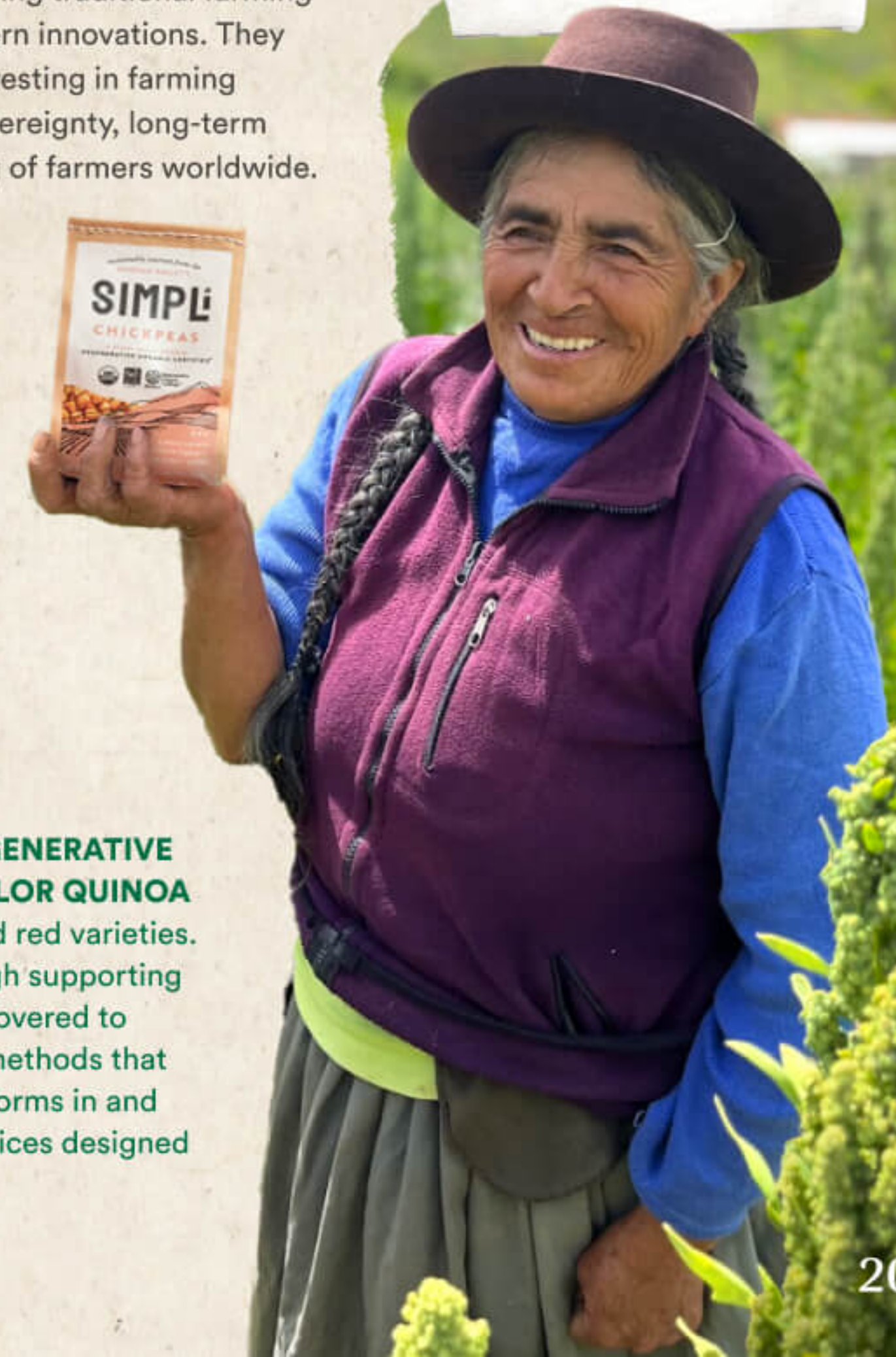
Through their one-of-a-kind Regenerative Pathway Program, SIMPLi supports farmers with resources and incentives for their products to become Regenerative Organic Certified (ROC), empowering those farmers with education, financing and community-building. SIMPLi also collaborates with indigenous farming communities around the world to foster mutually beneficial relationships—honoring traditional farming wisdom while integrating modern innovations. They believe these approaches to investing in farming communities can drive land sovereignty, long-term economic stability and uplifting of farmers worldwide.



### OUR OWN BRANDS

**WHOLE FOODS MARKET REGENERATIVE ORGANIC CERTIFIED TRI-COLOR QUINOA** is available in white, tricolor and red varieties. Certification was earned through supporting soil health by keeping the soil covered to protect against erosion, using methods that can increase the variety of life forms in and around the soil, and other practices designed to aid in carbon capture.

**SIMPLI**



# ANIMAL WELFARE

We believe that one of our biggest sourcing responsibilities is respect for where our food comes from, and that includes how the animals are raised and handled for the products we sell. We have rigorous standards for meat and eggs, and no-animal-testing policies for beauty, body care and household cleaning products. And we're always working to do more.

## Meat and Poultry

We began setting Meat department sourcing standards when we began selling meat, over forty years ago. At a minimum, those standards are no antibiotics ever, no added hormones and no animal byproducts in feed. They also include requirements such as no crates, cages or tethers except for transport, and inspections for animal welfare at slaughter using criteria and areas of evaluation developed by Dr. Temple Grandin. We do not sell foie gras and have strict animal-welfare standards for veal.

For the Meat department, we also require Global Animal Partnership (G.A.P.) Animal Welfare Certification standards for fresh beef, pork, chicken, lamb, turkey and goat. In our Prepared Foods department, our rotisserie chickens must be G.A.P. Animal Welfare Certified.



**CHECK OUT THE WHOLE STORY** ▶

to get a behind-the-scenes look at animal welfare standards for lamb in Chilean Patagonia.

## Egg-Laying Hens

In 2004, we decided to sell only cage-free shell eggs in our Dairy department. In 2017, we went beyond cage-free, launching our own Animal Welfare Standards for Laying Hens for all eggs in our dairy cases, plus those used in our kitchens and bakehouses.

Our egg standards include four different production systems to allow for egg farms in a variety of sizes, types, climates and geographies: **Cage-Free Plus, Outdoor Access, Pasture-Raised and Outdoor Living.**

While they may use different methods, and there are specific requirements for each system, all four include these basic requirements:

- Hens have room to roam and scratch about
- No antibiotics given to hens
- No land-animal byproducts in hen feed
- Nests and perches for hens to roost at night
- Hens provided with foraging material



**CHECK OUT THE WHOLE STORY** ▶

to see our Animal Welfare Standards for Laying Hens in action at Whole Foods Market supplier, Vital Farms.

“Whether it’s grass-fed beef or air-chilled chicken, our customers deserve to be informed about the meat they’re buying. We’ve long maintained rigorous Quality Standards for farm animal welfare, we care about how animals are raised and take their welfare seriously.”



*Wes Rose*

VICE PRESIDENT,  
Perishable Merchandising



# ANIMAL WELFARE BY THE NUMBERS

72,000+

Tons of G.A.P. Animal Welfare Certified\* chicken

37,000+

Tons of G.A.P. Animal Welfare Certified\* beef

15,000+

Tons of G.A.P. Animal Welfare Certified\* pork

6 lbs/ft<sup>2</sup>

Maximum stocking density  
FOR CHICKEN SOLD IN OUR MEAT DEPARTMENT

600+

All egg farms for our Dairy department  
CERTIFIED TO OUR ANIMAL WELFARE STANDARDS  
FOR LAYING HENS\*\*

99.5%

Of eggs in our Dairy department are from  
OUTDOOR ACCESS, PASTURE RAISED OR OUTDOOR  
LIVING PRODUCTION SYSTEMS\*\*

## COUNTRY NATURAL BEEF | SUPPLIER HIGHLIGHT

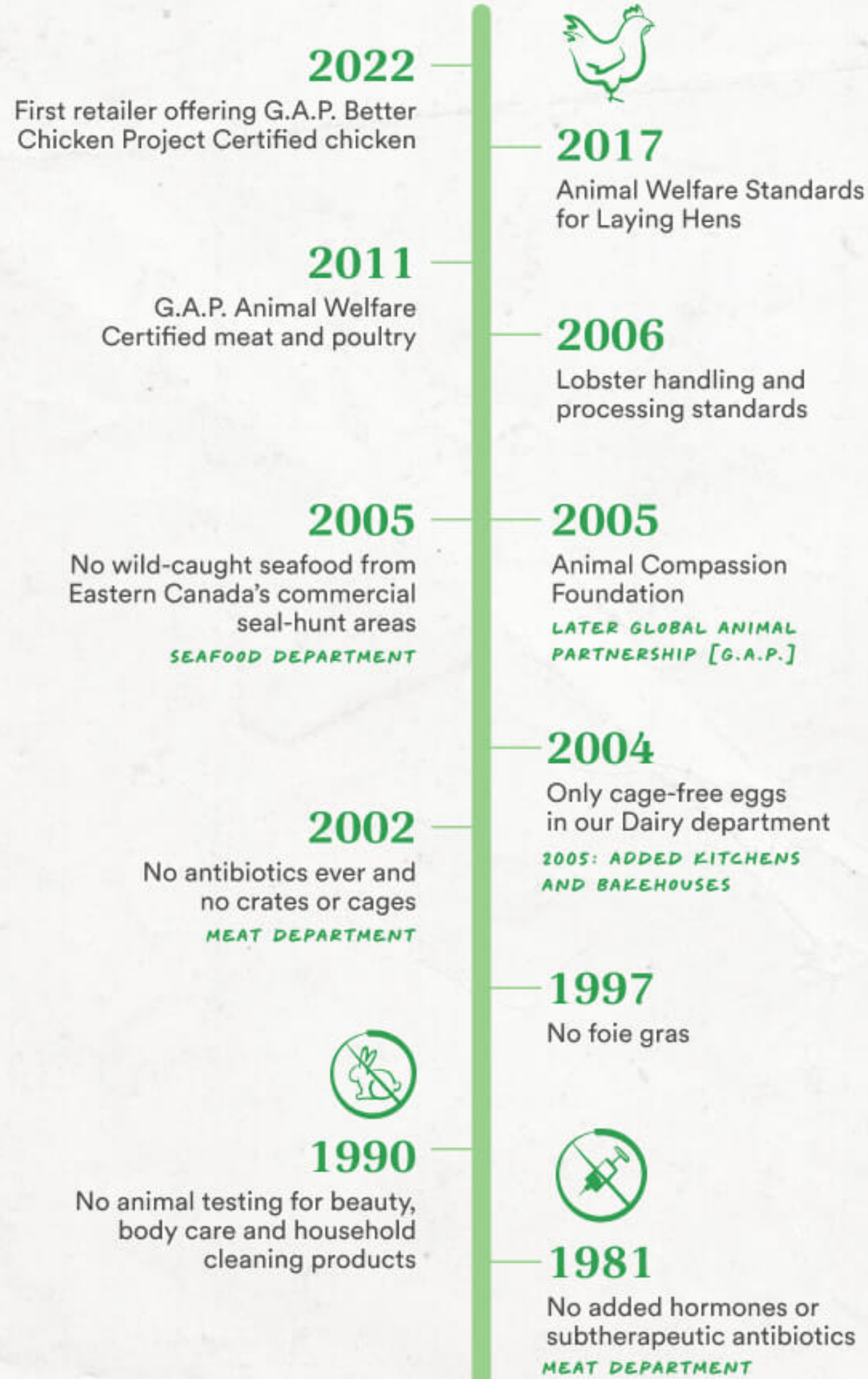
Over the past 37 years, Country Natural Beef has grown to become the largest ranching cooperative in the western U.S., with 100 members—and counting—across 9 states. The cooperative is a pasture raised beef program that strives to work in harmony with nature. Country Natural Beef producers are focused on continually implementing practices that may improve soil and air quality while raising cattle across 6.5 million acres.



PRATT RANCH, BLACKFOOT, IDAHO

\*Global Animal Partnership (G.A.P.) Animal Welfare Certified standards  
\*\*Whole Foods Market Animal Welfare Standards for Laying Hens

# ANIMAL WELFARE STANDARDS HIGHLIGHTS



## OUR OWN BRANDS

### WHOLE FOODS MARKET BETTER CHICKEN PROJECT

Whole Foods Market is a key supporter of Global Animal Partnership's (G.A.P.) Better Chicken Project, which established a research-based protocol for evaluating broiler chicken breeds based on behavior, meat quality, production and consistently superior welfare outcomes. In 2022, we were the first retailer to offer Better Chicken Project Certified whole chickens. In 2023 we made Better Chicken available to more shoppers by also offering cut pieces. As of the end of 2023, Better Chicken Project Certified breeds represented 4.42% of fresh chicken units sold. Learn more in our [Statement on Broiler Chicken Welfare](#).

# SEAFOOD STANDARDS

We have some of the longest-tenured, strongest seafood sourcing standards in the industry: strict requirements for every seafood item in the department, wild-caught or farm-raised. But we knew we could do more. *We've expanded those standards to canned seafood* so we can help protect more eco-systems and provide for more fishers while giving shoppers an even easier and more affordable way to help ensure seafood into the future.

## SEAFOOD DEPARTMENT STANDARDS HIGHLIGHTS

All wild-caught seafood must be Marine Stewardship Council certified sustainable or Monterey Bay Aquarium Seafood Watch rated yellow or green for sustainability



All farm-raised seafood must be third-party verified as Whole Foods Market Responsibly Farmed



Seafood cannot be treated with certain synthetic preservatives

We require traceability to farm or fishery



“Over three billion people rely on seafood for protein and over 600 million for their livelihood. Resources are declining due to growing human population, overfishing and poor fishery management. Our seafood standards require sustainability-based management of wild fisheries and aquaculture, a model for how to do things right.”

*Carrie Brownstein*

PRINCIPAL QUALITY STANDARDS ADVISOR, Seafood



### CHECK OUT THE WHOLE STORY

for more information on how our Quality Standards team is always striving to push our seafood standards higher.





## Farm-Raised Seafood

Aquaculture continues to get a bad rap due to bad practices that are all too common. But aquaculture done right can be a crucial part of the solution, not the problem. And it's more important than ever for us to continue offering seafood raised to stringent standards that not only avoid harm, but support healthy food, employment and environmental systems. The farms we source from are third-party certified to help make sure.

### RESPONSIBLY FARMED SEAFOOD STANDARDS HIGHLIGHTS

No use of antibiotics or added growth hormones

No poultry or mammalian products in feed

No genetically modified or cloned seafood

No synthetic pesticides or parasiticides

No harmful or lethal methods can be used on predator birds and marine mammals

Water quality monitoring

Net enclosures cannot be treated with toxic antifoulants

Monitoring of sediments to evaluate the health of ecosystems under mollusk farms (a.k.a. benthic impacts)

Prohibition on converting sensitive ecosystems such as mangrove forests into shrimp farms

**27.5**  
million pounds

THIRD-PARTY VERIFIED RESPONSIBLY FARMED SEAFOOD PURCHASED IN 2023



CHECK OUT THE WHOLE STORY ▶

to learn more about our strict standards for farm-raised seafood.



## Wild-Caught Seafood

Our decades-strong standards for wild-caught seafood exhibit our commitment to offering high-quality seafood while helping to preserve the wild species that play important roles in marine ecosystems worldwide. All wild-caught seafood in our Seafood department must be either Marine Stewardship Council (MSC) certified or rated green or yellow by Monterey Bay Aquarium Seafood Watch.



**11.7**  
million pounds



THIRD-PARTY CERTIFIED OR RATED SUSTAINABLE WILD-CAUGHT SEAFOOD PURCHASED IN 2023

## Canned Seafood

In 2018, we began expanding our seafood standards beyond the Seafood department to canned seafood. All canned tuna sold in our grocery aisles and used in our own kitchens must meet our wild-caught seafood standards. In addition, the tuna must be caught one by one using pole and line, troll or handline methods, which provide employment opportunities and help prevent bycatch like sharks, turtles and seabirds.

In 2023, we extended our seafood sourcing standards further, to all canned seafood we sell—wild-caught and farmed—giving shoppers an easy way to help change the industry for the good.



### FISHWIFE | SUPPLIER HIGHLIGHT

*The high-quality sardines from this woman-owned company are caught by U.K. fishers in the Marine Stewardship Council (MSC) certified sustainable Cornish sardine fishery. The efficient ring nets they use have no contact with the seabed, resulting in relatively low levels of bycatch. Canning is done in Galicia, Spain, renowned for producing high-quality *conservas*, through an artisanal hand-packing process done primarily by women.*

#### OUR OWN BRANDS



**365 BY WHOLE FOODS MARKET CANNED TUNA** is pole-and-line caught from certified sustainable fisheries, with traceability to the fishing vessels.

#### OUR OWN BRANDS

**WHOLE FOODS MARKET CAVIAR** is from wild-caught fish in certified sustainable fisheries. The Coho Salmon variety comes from the Pacific Northwest, and the Lake Whitefish variety from the North American Great Lakes.



## SOURCED FOR GOOD

Our Whole Foods Market Sourced for Good program *supports workers, communities and/or environmental stewardship where the products are sourced*. We collaborate with farms, suppliers and international third-party certifiers, including Fair Trade USA, Rainforest Alliance, Fairtrade America, Fair Food Program, Equitable Food Initiative and Regenerative Organic Certified. The result is benefits like improved wages, health care, student scholarships, planting trees to prevent erosion and more.

**\$9,351,000+**

In Premiums

*BENEFITTING WORKERS, THEIR COMMUNITIES*

*AND/OR THE ENVIRONMENT*

*(>10% MORE THAN 2022)*



**BY THE  
NUMBERS**

**17**  
Countries

**42**  
Suppliers

**135**  
Products

**THE ELITE FLOWER | SUPPLIER HIGHLIGHT**

Since 2008, Sourced for Good has benefited The Elite Flower company's workers and their families. It has helped: 600+ children each year attend daycare and elementary school; 237 workers to have their own houses; 1,370 workers with elementary and high school studies; 1,787 high school students in public schools; and 5,635 children and adults with virtual education. They expressed gratitude for Sourced for Good, which supports their goal of helping to break the poverty cycle and invest in their workers, saying it helps them answer the question, "What else can we do for our workers, families and communities?"



“Our Sourced for Good products are not only high quality, they also do good. Through this program, our commitment to more equitable trade has funded many community projects, and we look forward to expanding the program to additional categories and growing our support of worker communities worldwide.”

**OUR OWN BRANDS**

**WHOLE FOODS MARKET | Sourced for Good Coffee**

In 2023, we expanded our Sourced for Good program to coffee, starting with 13 distinct blends of Whole Foods Market brand coffee that were previously under the Allegro Coffee Company label with either Rainforest Alliance or fair-trade certification. In addition to third-party certification, Sourced for Good requires direct, committed relationships with suppliers and elements of specific and measurable positive impact on farm workers and their communities, in the supply chain and/or the environment.



*Kevin Doty*  
VICE PRESIDENT, Produce

# GROWING LOCAL



As we open new stores, we design each one to reflect the local community's character, and we select our product mix in the same way, featuring hundreds of local products that inspire pride and discovery in shoppers and Team Members. This encourages and supports new and existing suppliers in their own communities and beyond.



## LOCAL PRODUCER LOAN PROGRAM

### Local Producer Loan Program

Our Local Producer Loan Program (LPLP) lends money at low interest to small-scale, local or emerging Whole Foods Market suppliers to help them grow their businesses.

### LPLP BY THE NUMBERS

Since 2006:

390 loans

\$29+ million loaned

In 2023:

11 loans

5 TO BIPOC (BLACK, INDIGENOUS AND PEOPLE OF COLOR) OR WOMEN-OWNED

\$1+ million loaned

### COYOTAS | SUPPLIER HIGHLIGHT

“We are grateful for the support we've received from Whole Foods Market through their Local Producer Loan Program. This support goes beyond financial assistance. Thanks to them, we've been able to make meaningful changes, such as obtaining organic certification for all our products. Their commitment to sustainability has inspired and empowered us.”

*Janet Flores Parlovich*

FOUNDER/PRESIDENT, Coyotas





## Local and Emerging Accelerator Program

Our Local and Emerging Accelerator Program (LEAP) launched in 2022 when we selected an inaugural “Early Growth” LEAP cohort of small, new-to-us producers in the early stages of their retail journey. In 2023, each of ten cohort participants completed a 10-week curriculum taught by our experts, a yearlong mentorship with one of our Local and Emerging Brands Foragers and support for growing their business.

In 2023, we introduced a second LEAP cohort, “On the Verge,” to deepen relationships and foster growth with local and emerging suppliers currently carried in select Whole Foods Market stores. In 2023, ten brands were accepted for participation in this new 2024 LEAP On the Verge cohort.



“Our 2024 ‘On the Verge’ LEAP cohort participants have truly impressed the Whole Foods Market team with their innovation, dedication and vision, and we’re thrilled to help them explore the next phase of their brand growth. Mentoring these brands-to-watch is one of the most exciting and personal ways we can be hands-on with emerging producers and uplift them in our stores.”

*Kelly Landrieu*

PRINCIPAL PLANNER FOR LOCAL & EMERGING BRANDS



### FITPPL | SUPPLIER HIGHLIGHT

“The LEAP program was a significant validation of our brand ethos and provided us with invaluable knowledge and insights as an emerging brand. The connections and sense of community cultivated with fellow cohort members was a remarkable outcome of our participation. Whole Foods Market’s vested interest in our growth will no doubt positively impact our zero-waste mission and community cleanups.”

*Patrick Schecht*

FOUNDER, fitppl



## THE RIPPLE EFFECT

Whole Foods Market takes pride in working with suppliers who share our commitment to people and the environment. We embrace our responsibility to be a force for good in changing the way the world thinks about food and other products we sell, working hand-in-hand with incredible, mission-driven suppliers to spur a ripple effect of change.

### GREYSTON BAKERY | SUPPLIER HIGHLIGHT

*This pioneering business creates meaningful job opportunities for those in a marginalized population who have experienced barriers to employment; they hire bakers through their unique, inclusive Open Hiring policy regardless of background or work history. Then they provide their bakers with ongoing training and development to enrich their work experience, and offer them the support necessary to succeed in the workplace and to thrive in the community.*



### EARTH University

*EARTH University is a one-of-a-kind, nonprofit university and farm in Costa Rica that seeks to empower through study. Every purchase of EARTH bananas helps to fund student scholarships. The result: students leave EARTH University with the goal of becoming change agents who combat poverty and promote more ethical and sustainable food production in their home countries. Part of some students' tuition is funded through a longstanding relationship with Whole Foods Market through our Sourced for Good program, which includes EARTH University bananas sold at Whole Foods Market.*

OUR CEO, JASON BUEGHEL, AT EARTH UNIVERSITY



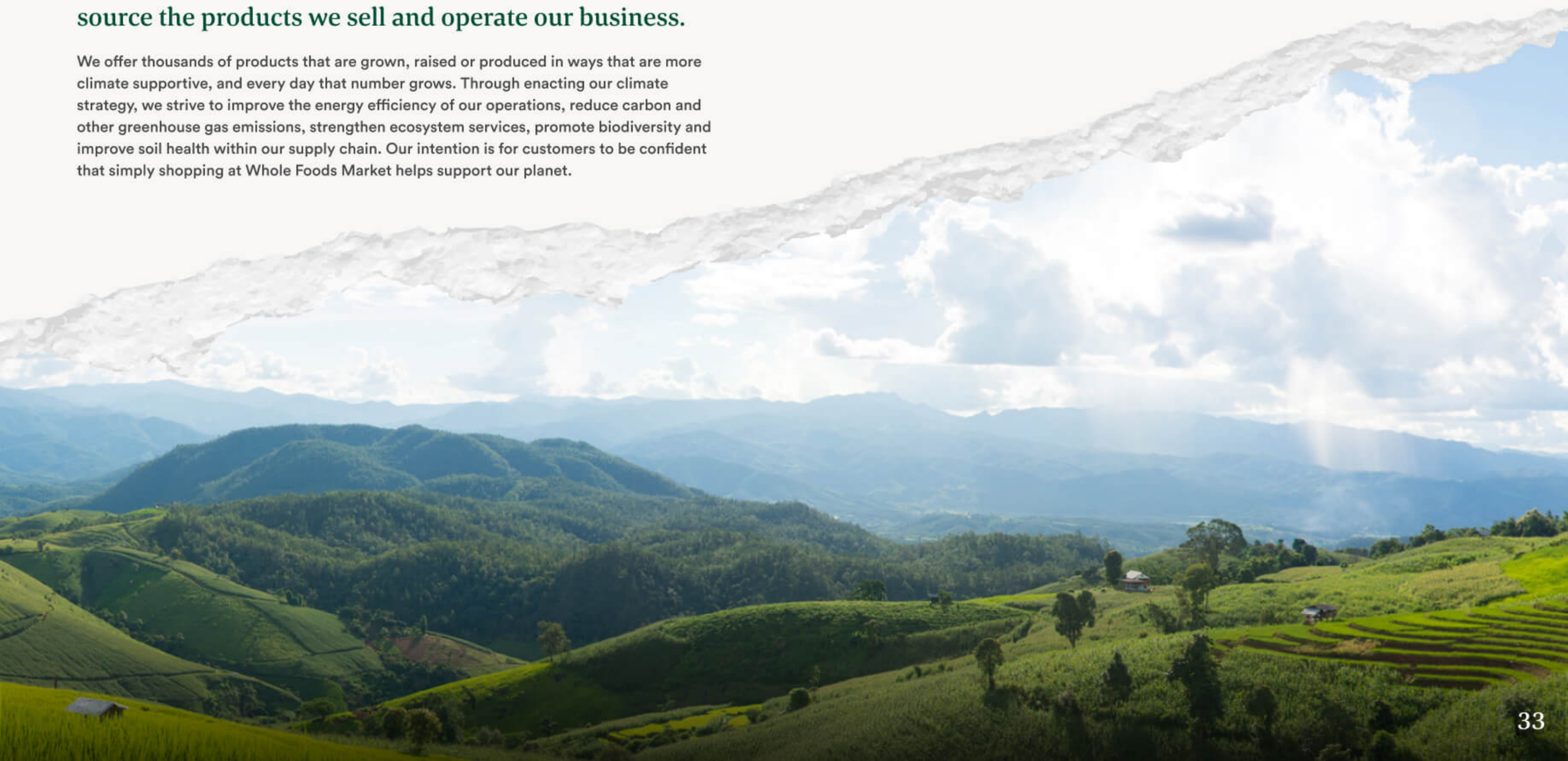


# *Climate*



**At Whole Foods Market, we view climate considerations as critically important, and we value customer trust in how we source the products we sell and operate our business.**

We offer thousands of products that are grown, raised or produced in ways that are more climate supportive, and every day that number grows. Through enacting our climate strategy, we strive to improve the energy efficiency of our operations, reduce carbon and other greenhouse gas emissions, strengthen ecosystem services, promote biodiversity and improve soil health within our supply chain. Our intention is for customers to be confident that simply shopping at Whole Foods Market helps support our planet.



# OUR CLIMATE STRATEGY FOCUS AREAS

## Supporting the Climate for a Resilient Food System

### Greenhouse Gas Reductions (Carbon)



Making our stores, facilities and supply chain more energy efficient, and promoting climate-smart agricultural production methods – like organic and regenerative agriculture – that can reduce carbon emissions, enhance soil health and support the sustainability of food production.

### Biodiversity

Enhancing soil microbiomes, protecting pollinators and preserving diverse ecosystems that can enhance soil health, nutrient cycling and overall crop productivity.



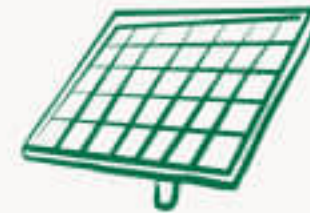
### Water Stewardship



Implementing water-efficient technologies, practices and processes to not only conserve water resources but also reduce the ecological footprint of operations and collaborating with suppliers to reduce water usage throughout our supply chain.

### Agricultural Community Support

Supporting education and access to resources needed by farmers to adapt to a changing climate, improving access to clean water and low-carbon energy, and collaborating with entrepreneurs to support innovation and a shift to more sustainable practices in the food and agriculture sectors.



## The Climate Pledge

Amazon has committed to becoming net-zero carbon by 2040 across its entire operations – 10 years ahead of the Paris Agreement. Whole Foods Market shares, and plays an important role, in achieving this commitment by working to reduce the carbon impact of our stores, operations and supply chain. Amazon co-founded The Climate Pledge in 2019 to build a cross-sector community of companies, organizations, individuals and partners working together to address the climate crisis and solve the challenges of decarbonizing our economy.

“Climate health and our business are fundamentally linked, and to increase access to quality, nutritious food we must also help protect the climate from which that food is produced. At Whole Foods Market, we embrace our responsibility to co-create a world—in partnership with all our stakeholders—where our climate can thrive for generations to come.”

*Nijia Zhou*

PRINCIPAL CLIMATE ADVISOR



# POLLINATORS

In 2023, we announced our Whole Foods Market Pollinator Health Policy for Fresh Produce and Floral, underlining our commitment to supporting pollinator health in recognition of the critical role they play in our food system. Whole Foods Market continues to work across the industry to encourage all fresh produce and floral suppliers to reduce the use of chemical pesticides.

By 2025, all fresh produce and floral suppliers must implement an integrated pest management (IPM) system, which prioritizes preventative and biological pest control measures and reduces the need for chemical pesticides. We also encourage all fresh produce and floral suppliers to phase out the use of nitroguanidine neonicotinoids, or “neonics” as they’re often called. These are a group of pesticides that are particularly harmful to pollinators. For potted plants, we will prohibit the use of these neonics by 2025.



By 2025, our fresh produce and floral suppliers will be *required to have an IPM system* and we’ll *prohibit neonics in potted plants*.



## THE WHOLE KIDS BEE GRANT | PROGRAM FEATURE

Whole Foods Market and Whole Kids have a long history of working with internationally recognized third parties to create campaigns that raise awareness of pollinators and their impact. The Whole Kids Bee Grant Program helps schools and nonprofit organizations receive support for educational beehives and bee programming so students can observe bees up close and learn more about the vital role of pollinators.

## RAINIER FRUIT | SUPPLIER HIGHLIGHT



Whole Foods Market suppliers like Rainier Fruit continue to demonstrate their commitment to advancing pollinator health. Rainier maintains 150 acres of dedicated pollinator habitat in addition to 325 acres of Bee Better Certified orchard in partnership with the Xerces Society for Invertebrate Conservation.

“Every single piece of fruit we grow requires pollination. We wouldn’t have a crop without honeybees, so pollinator health is of utmost importance for us as farmers. We’re appreciative of Whole Food Market’s advocacy and look forward to continued efforts toward more sustainable agriculture.”

*Mark Zirkle*

PRESIDENT, Rainier Fruit



# CLIMATE-SMART AGRICULTURE

At Whole Foods Market, we believe that agriculture has the potential to be a powerful tool in helping fight the climate crisis. Climate smart agriculture (CSA) refers to an approach that considers climate impact – both the impact agriculture has on climate, as well as the impact climate has on agriculture. Through “climate smart” practices, agriculture has an opportunity to adapt to climate change, while reducing its own impact on the climate.

Whole Foods Market has a long legacy of commitment to organic and regenerative agriculture, promotion of biodynamics and working with Sourced for Good certification partners like Fair Trade USA and Rainforest Alliance. These programs and agricultural systems are just a few examples of approaches that employ climate-smart strategies and have demonstrated climate resilience, reduced carbon impact or other environmental benefits.

We believe it's part of our role as a grocer *to help agriculture be a force for good*. We're committed to supporting suppliers that are using climate-smart farming methods. And we're proud to provide our shoppers with the opportunity to feel empowered through their purchasing decisions that also support those suppliers and ultimately support overall climate health.



## VITAL FARMS | SUPPLIER HIGHLIGHT

*Vital Farms' Organic Restorative Eggs support climate-smart agriculture with both Regenified and organic certification.* They're produced using regenerative practices, including planting seasonal cover crops such as ryegrass and clover in the winter and buckwheat in the summer to provide diversified forage for hens and introduce species diversity to the soil. Vital Farms also conducts annual soil sampling on their Restorative egg farms to measure soil health year over year.

## Climate Smart Agriculture AT WHOLE FOODS MARKET

In 2023 alone

Nearly 33%  
of all products sold were organic



Over 57%  
of all our fresh produce sold was organic

Over 30%  
of all our fresh meat sold was organic



41,000+  
organic products across our stores

154  
products with a regenerative agriculture certification (Regenerative Organic Certified, Regenified, or Ecological Outcome Verified) across our stores

At least 322  
products using validated regenerative practices or ingredients

# CARBON IMPACT IN OUR STORES

As we grow, we're taking committed action to grow responsibly by making Whole Foods Market stores, facilities and operations more energy efficient.

Solar panels, electric vehicle charging stations, Green Globes and LEED certifications are some of the hundreds of actions individual stores have taken over the past decades to promote energy efficiency and help reduce environmental impact.

We continually work with manufacturers, trade allies, industry peers, the Department of Energy, the Environmental Protection Agency (EPA) and other organizations to further our energy efficiency goals.

As part of the EPA GreenChill program, we're proud to be a leader among U.S. supermarkets in our efforts to transition away from hydrofluorocarbons through our sustainable refrigeration work. *Hydrofluorocarbons (HFC) are a group of industrial chemicals primarily used for cooling and refrigeration, many of which are powerful greenhouse gasses. By the end of 2023, 46 Whole Foods Market stores were using refrigeration systems that avoid hydrofluorocarbons, relying instead on low global warming potential (GWP) refrigerants. GWP is a gas's ability to trap extra heat in our atmosphere over time. Low-GWP refrigerants refer to "natural" refrigerants such as ammonia, carbon dioxide or propane, which are widely considered the most sustainable alternatives to HFC refrigerants. Lower-GWP refrigerants refer to refrigerants whose GWP isn't quite as low as natural refrigerants, but are still considered more sustainable and contribute less to climate change than legacy HFC refrigerants.*

**"Within the realm of construction processes and systems, we all have choices which can either increase or reduce the impact of carbon in our environment. Our stores and facilities are the heart of our company, and members of our Whole Foods Market Store Development Team strive to implement materials and systems that help to promote increased energy efficiency across our operations."**



*Mike Kramer*  
EXECUTIVE LEADER, Store Development



## 2023 HIGHLIGHTS

In 2023, Amazon and Whole Foods Market donated to the North American Sustainable Refrigeration Council to accelerate their efforts to train the next generation of skilled technicians needed to install and maintain more sustainable refrigeration systems.

**46 stores**

to date using refrigeration systems that use low-GWP refrigerants



COMBINED TOTAL OF

**181 stores**

to date using lower-GWP refrigerants

**8 new stores**

opened in 2023 using lower-GWP refrigerants



**14 stores**

retrofitted in 2023 with more-energy-efficient LED lighting

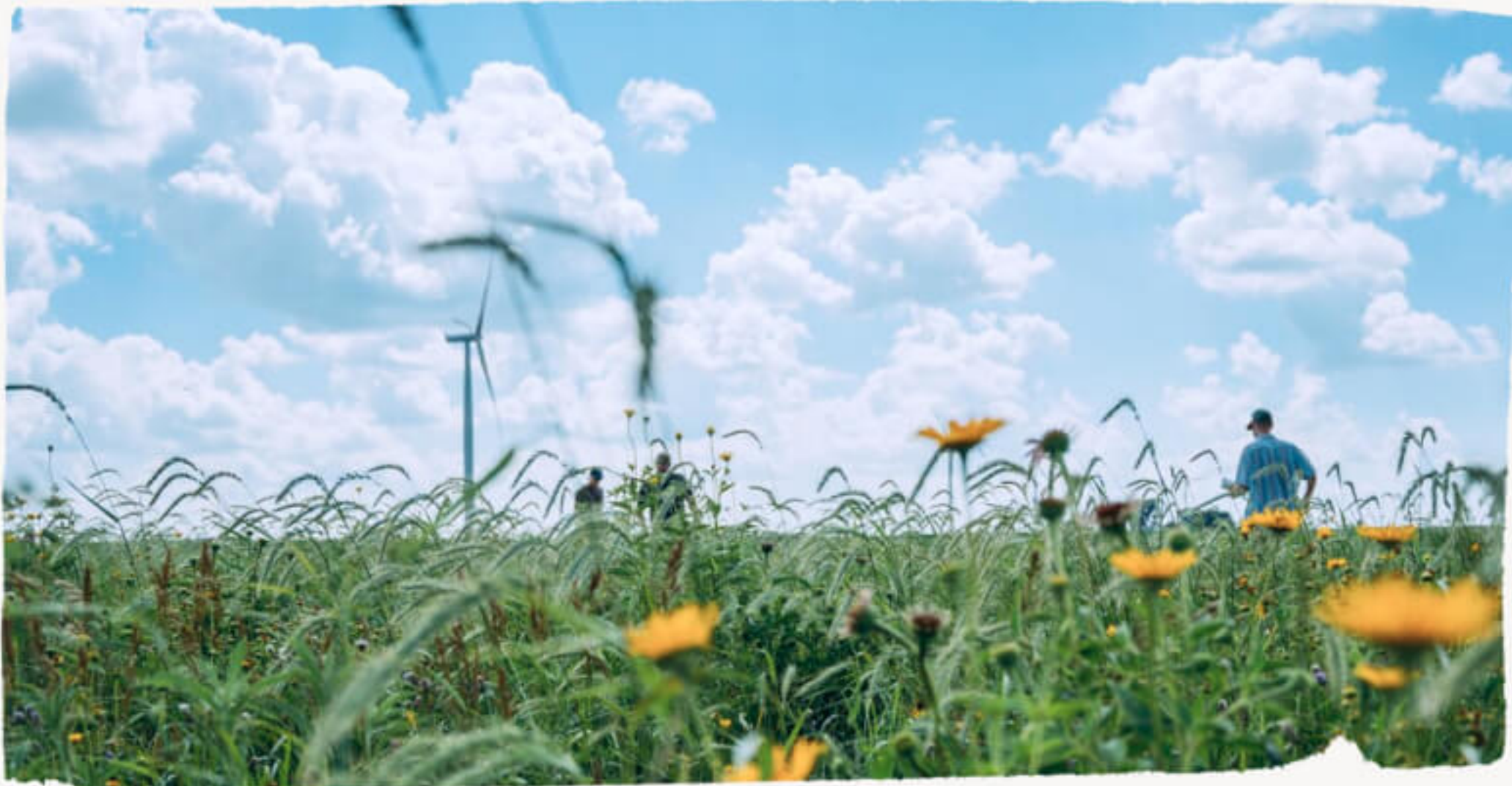
**76 existing stores**

retrofitted in 2023 to utilize lower-GWP refrigerants



# CARBON IMPACT IN OUR SUPPLY CHAIN

At Whole Foods Market, we recognize our responsibility to mitigate our impact on the environment and help build a more adaptable and resilient food system capable of feeding generations to come. To fulfill our purpose to nourish people and the planet, we're working to measure our carbon emissions, identify hotspots and reduce carbon emissions across our supply chain.



## DECARBONIZATION AND ECOSYSTEM SERVICES

### | PROGRAM FEATURE

Whole Foods Market is actively engaged in promoting supply chain solutions, where we finance projects that have the potential to reduce carbon and other greenhouse gas emissions, strengthen ecosystem services, promote biodiversity and/or improve soil health within our supply chain. Projects thus far include manure management with dairy farmers, planting native grasses on farms in collaboration with grain and legume suppliers, and process electrification and feed efficiency with seafood suppliers.



## Measuring Product Impact with HowGood

Our Private Label and Sustainability teams are working with HowGood—an independent research company and data platform with the world's largest database on food product sustainability — to measure the impact of our food products across multiple important categories, including carbon emissions, soil health and water usage. HowGood measures the carbon footprint of our private label products based on each product's ingredient breakdown, sourcing locations and certifications instead of industry averages. This gives us a more accurate understanding of our carbon footprint than ever before.

### 2023:

**Focusing on Private Label food products: 71% of our carbon footprint has been measured with HowGood**

### Going Forward:

**Further improving carbon-footprint measurement accuracy, onboarding additional products, exploring platform use-cases and analyzing the water footprint of products**



## ALOHA | SUPPLIER HIGHLIGHT

Aloha is dedicated to crafting delicious plant-based protein that is supportive of both the body and the planet. The organic, certified vegan bars from this B-corporation feature innovative ingredients, such as macadamia nuts sourced from Hamakua Macadamia Nut Company, a farm in Hawai'i powered entirely by solar and biomass energy. Some bars from this certified climate-neutral company also use Ponoa Oil, made from the pressed beans of pongamia trees. Shining a light on more sustainable farming is a critical part of Aloha's food philosophy and a reflection of their commitment to their name and community.

# BIODIVERSITY

Biodiversity is fundamental for fostering a resilient and sustainable food system. Diverse ecosystems enhance soil health, nutrient cycling and overall crop productivity, serving as a natural buffer against environmental stressors and helping to ensure the long-term availability of our sources for food and other products.

## Reducing Deforestation Risks

To support the elimination of deforestation associated with raw materials and ingredients within our food and consumables private labels supply chains, Amazon and Whole Foods Market have made commitments across the use of palm oil, paper and paper packaging, beef, soy, cocoa, coffee and tea.



### Paper Products

**100% of 365 by Whole Foods Market brand paper products** are either made with recycled content or certified by Forest Stewardship Council (FSC)

### Beef

**100% of fresh beef in our Meat department**

is sourced from regions of low deforestation risk or with full supply chain traceability, demonstrating the products did not contribute to deforestation



### Soy

**Within North America,** we determined through a risk assessment review that the majority of the soy in our private label animal protein and meat counter supply chains is domestically sourced, and thus is unlikely to pose a deforestation risk

## Our Work with Fair Trade Organizations and Rainforest Alliance

Organizations like Fair Trade USA and Rainforest Alliance are part of a global system that connects farmers and workers from developing countries with consumers and businesses across the world to change trade for the better. Each of these programs includes provisions around soil health, pesticide usage and protection of biodiversity and native ecosystems.

~1,000 fair-trade grocery items



**100% of 365 by Whole Foods Market chocolate chips, baking chocolate and chocolate bars** are certified by Fair Trade USA or Fair Trade International

**100% of 365 by Whole Foods Market and Whole Foods Market brand packaged coffee** products are certified by Rainforest Alliance, Fair Trade USA or Fairtrade International, totaling more than 8,871,400 pounds in 2023 alone



**100% of 365 by Whole Foods Market and Whole Foods Market brand tea** is certified by Fair Trade USA, Fair Trade International or Rainforest Alliance, totaling 247,700+ pounds in 2023 alone



### SUSTAINABLE PALM OIL | PROGRAM FEATURE

We're proud to report that all 365 by Whole Foods Market brand food items containing palm oil, palm kernel oil, palm fruit oil and palm shortening are produced using certified-sustainable oil products. And, in 2024, Amazon and Whole Foods Market are now Round Table on Sustainable Palm Oil members, meaning that we are part of a global coalition of major retailers that are working together to seek solutions for environmental and social challenges in the palm oil industry.

“When we put our name on a product, it has to be something we're proud of. Our private label products are the physical manifestation of our brand in real life, representing our values through thoughtful sourcing, and well-priced quality.”



*Tom Hermes*  
VICE PRESIDENT, Sourcing and Product Development



# WATER

Safe and abundant water is critical for the health of our communities and planet. It's also inextricably linked to helping ensure a food system capable of producing high-quality and nutritious food for generations to come.

*Our global water footprint covers both our direct operations and our wider supply chain.*

## In Our Stores

In 2023, the Whole Foods Market Sustainability team baselined the water withdrawal at our stores, providing valuable insight into exactly how much water we're using and enabling us to set goals for reduction. In partnership with Amazon Worldwide Sustainability, we also completed a water risk assessment to identify stores and facilities operating in water-stressed regions.

Going forward, we're leveraging the findings toward prioritizing installation of water conservation technologies and procedures in those regions. For example, we're installing smart water meters and low-flow fixtures, improving food thawing practices and optimizing water use in our kitchens, external landscaping and irrigation.

We're also exploring opportunities to make our stores and facilities more efficient by training our Team Members on water conservation procedures in their day-to-day activities and how to detect and avoid water leaks in stores.

## In Our Supply Chain

To address water risks in our supply chain, our Sustainability team is leveraging HowGood (see p. 38) and engaging key suppliers to identify water dependency hotspots within our Private Label supply chain. Moving forward, we'll work with our suppliers to implement approaches for strong water stewardship and to mitigate water scarcity. Our continued investment in climate-smart agriculture (see p. 36) also supports water conservation because healthier soil can absorb and retain more water.

### GARCIA DE LA CRUZ | SUPPLIER HIGHLIGHT

*In Spain, the olive industry grapples with significant challenges stemming from water scarcity.* With traditional irrigation methods often proving unsustainable, Garcia de la Cruz has emerged as a pioneer in implementing innovative solutions to address this pressing issue. Utilizing cutting-edge technology, Garcia de la Cruz has revolutionized its approach to water management in olive groves. By leveraging soil moisture data, they have developed precision irrigation systems that optimize water usage. These systems help ensure water is delivered directly to the roots of olive trees only when needed, minimizing waste and maximizing efficiency, allowing them to utilize less of the critically low reservoir water needed for human consumption.





# People



We strive for every person interacting with Whole Foods Market—be it a Team Member in our store, a farmworker in our supply chain or a customer in our community—to *have a consistent experience rooted in dignity and wellbeing.*

We work with leaders across the business to create a People Impact strategy that ensures a consistently positive experience, and we leverage transparency, accountability and data to help provide for a positive impact on people.



# 2023 PEOPLE IMPACT HIGHLIGHTS

## Our Communities

**ALMOST**  
33,837,700 lbs. of food—  
28 million meals worth—  
donated to food rescue  
and redistribution programs

~1,000 unique food  
rescue and redistribution  
programs supported

\$6,600,000+ donated to  
nonprofit organizations  
through Community Giving programs



## Our Team Members

8,700+ Team Members  
promoted

8,100+ Culture Champions  
certified *SEE CULTURE  
CHAMPIONS,  
PAGE 48*

~1,800 Team Members  
graduated  
from our Career Development programs

337 Green Mission  
Ambassadors certified *SEE GREEN  
MISSION,  
PAGE 48*



## Our Foundations

### WHOLE PLANET

\$7,602,500+ loaned to  
microfinance partners  
across 37 countries for 26,613 microloans

### WHOLE CITIES

64 Community First grants  
to community-led organizations –  
\$575,000+ across 49 cities

### WHOLE KIDS

509 educational  
gardens, 43 salad  
bars and 108  
beehives donated  
to schools



# TEAM MEMBER BENEFITS

## Our Benefits in Action: Healthy Retreats

Whole Foods Market Healthy Retreats are six-day offsite wellness sessions designed to help Team Members create and sustain healthy lifestyle changes. The program focuses on nutrition, movement and activity, mind-body connection and community. Healthy Retreats are offered annually at no cost for Team Members.



“Participating in Healthy Retreats was a magical experience that brought to life the difference between sustaining and transforming my health. The program teaches a lifestyle of abundance—it’s not about restrictions or counting calories, but rather taking a step back, resetting your health and eating habits and equipping yourself with the tools to carry what you learn at the retreat back into the real world.”



*Jenn Darling*  
ASSOCIATE TEAM LEADER,  
Team Member Services



	Benefit	Associate (part time)	Associate (full time)	Location Leader	Store Support	
Compensation	Performance Bonus			×	×	Applies to select Store Support Team Members (TMs).
	Annual Merit Increase	×	×	×	×	Level 1 TMs receive an automatic pay increase after 90 days.
	Equity			×	×	Applies to eligible store support TMs and store leadership.
Benefits	Team Member Discount	×	×	×	×	In-store discount.
	Paid Time Off	×	×	×	×	PTO is available to use for any reason.
	Career Learning and Development	×	×	×	×	Comprehensive training programs and tuition free educational courses for eligible TMs.
	Apprentice Programs	×	×			Combine on-the-job learning, direct mentorship, and extended practice to introduce specialized skillsets for pursuing culinary or artisanal pathways.
	Retirement Savings Plan	×	×	×	×	All full and part-time Team Members age 18 and older are eligible to participate in the U.S. 401(k) or Canadian RRSP.
	Employer Matching Contribution	×	×	×	×	TMs who work at least 1,000 hours in a year are eligible to receive the Employer Matching Contribution for that year. WFM will match 50% of 401(k) or RRSP contributions up to 4% of eligible annual pay which is subject to the Plans' vesting requirements.
	Financial Wellness	×	×	×	×	All U.S. Team Members who participate in the WFM 401(k) Plan are eligible for in-person financial planning assistance and have access to a free Emergency Savings Account.
	Team Member Assistance Program	×	×	×	×	No cost resources for TMs and their household members to help with work/life balance and enhance mental wellbeing. Includes 7 free clinical sessions per issue, per year.
	Medical, Dental, Vision Insurance		×	×	×	Healthcare choices are available for all eligible FT TMs and HI TMs working 20 hours or more.
	Life & Disability Insurance		×	×	×	Eligible TMs may elect life and disability insurance.
	Voluntary Benefits	×	×	×	×	Eligible TMs have access to pet insurance, home & auto insurance discounts, accident, critical illness, and hospital indemnity insurance.
	Flexible Spending Accounts		×	×	×	Healthcare, dependent, transit, parking, and health savings accounts available to eligible TMs.
	Paid Parental Leave		×	×	×	Eligible FT TMs with 4,000 service hours receive 6 weeks of 100% pay to bond with a new child.
	Healthy Retreats	×	×	×	×	WFM-sponsored wellness retreat to help TMs create and maintain a healthy lifestyle.
	Immersive Trip Opportunities	×	×	×	×	TMs can apply to attend hands-on educational experiences led by our CEO to advance our purpose.
	Brand Name Discounts	×	×	×	×	Partner discounts on wellness and fitness memberships, travel, tech and more.
Team Member Emergency Fund	×	×	×	×	Provides grants to TMs who face significant financial hardship.	
Recognition Programs	×	×	×	×	Our With Appreciation program rewards TMs for going above and beyond.	

# TEAM MEMBER DEVELOPMENT

## Apprenticeship & Professional Programs Highlights



91  
Butcher Apprenticeship  
Program graduates to-date

169  
new apprentices enrolled in  
the Butcher Apprenticeship  
Program in 2023



36  
Bakery Decorator Apprenticeship  
graduates in 2023



32  
new Certified Cheese  
Professionals with seven new  
cheese sensory evaluators in 2023



## Guild Education Benefit

OPPORTUNITY THAT  
STARTS WITH EDUCATION

In 2023, Whole Foods Market piloted educational benefit programs to hourly Store Team Members in our Northeast stores. The focus is to promote inclusive and equitable career growth opportunities for Team Members who may not have the foundational skills or confidence to participate in our many internal career growth programs. We offered English Language Learning, High School Completion and Digital Literacy courses, as well as a Retail Management Certificate program, all tuition-free through Guild. We are expanding the Guild program to all hourly U.S. Team Members at Whole Foods Market in 2024.

"The process was very easy. I loved my Denver University course. I found it to be very informative and helpful in expanding my management style."

*Jean Stone*

WELLNESS & BEAUTY ASSOCIATE TEAM LEADER



"I am inspired by our Team Members' collective passion for food. Our apprenticeship programs give Team Members the opportunity to lean into that passion, develop specialized skills in an artisan craft and transform that experience into a career."

*Cathy Strange*

AMBASSADOR OF FOOD CULTURE

## Career Development Programs

From Associate Team Leader to Store Team Leader to general leadership training, positions at Whole Foods Market provide leadership development programs to prepare Team Members for each new step. **As a result, more than 80% of our store leaders are promoted from within!**



8,700+

Team Members promoted in 2023

~1,800

Career Development Program graduates to date

250+

Store Trainers – a full time Team Member position focused on facilitating and leading training initiatives, primarily by supporting new Team Members and leading growth and development for all Team Members



### CULTIVATE MENTORSHIPS | PROGRAM FEATURE

*Cultivate is a program we designed to help unlock Team Member potential and progress in careers at Whole Foods Market through work relationships based on mutual trust, respect and understanding.* Cultivate connects Team Members who desire personal and career development through a structured and intentional mentoring relationship with other Team Members and leaders who have valuable skills, expertise and leadership capabilities to share. Cultivate also helps Team Members gain additional knowledge to take on new responsibilities.

2,100+  
total mentors to-date

125%  
increase in mentees  
year over year



### STORE STAKEHOLDER CONNECTIONS

#### | PROGRAM FEATURE

*The Store Stakeholder Connections program is an opportunity for Support Office Team Members who have no prior store experience to work in one of our stores.* The program helps cultivate a better understanding of the Store Team Member's day-to-day workload, creating increased empathy, clarifying any existing assumptions, learning different perspectives, and building inspiration and real connections.



# CULTURE CHAMPIONS

The Culture Champions program was created for Team Members especially dedicated to our purpose to nourish people and the planet. Culture Champions are connected to and inspired by the four pillars of the program: *Team Member Connection, Community Connection, Green Mission 2.0 and Food*. By becoming a Culture Champion, our Team Members are offered opportunities to learn and engage with the differentiators that make Whole Foods Market a special place to work, to become inspired and use that energy to inspire in turn the Team Members and customers they interact with each day.

## CULTURE Champions



**24,500+**  
certified Culture Champions to date

**8,100+**  
Culture Champions certified in 2023 alone

**85%**  
of stores have a certified Culture Champion Ambassador

“The Culture Champion Program has really connected Team Members to Whole Foods Market’s higher purpose by educating them, including them and giving them a sense of self within the company. That’s how you achieve a higher purpose – by having a strong sense of self and community and being a part of something bigger.”

*Paulina Heeckt*

WELLNESS & BEAUTY TEAM LEADER



## GREEN MISSION 2.0 | PROGRAM FEATURE

In April 2023, we launched Green Mission 2.0 in response to Team Member feedback. A revitalization of a legacy program, Green Mission 2.0 is an opportunity for Store Team Members to engage at the local level through education and activation in support of four Green Mission pillars: Waste Prevention and Diversion, Community Engagement, Resource Conservation and Responsible Sourcing. Green Mission 2.0 is meant to inspire our Team Members to educate and activate within their teams and stores under these four program pillars and to tell the story of who we are at Whole Foods Market and where we’re headed in the future.



**337**  
Green Mission Ambassadors certified

**55%**  
of stores have a Green Mission Ambassador

“When in doubt, throw it out? Yes, but also follow up and investigate how to divert it next time! Green Mission 2.0 challenges each Team Member to not settle for ‘good enough’ but instead use their creativity and passion to find new solutions.”

*Ryan Swisher*

STORE RECEIVING LEAD AND  
GREEN MISSION AMBASSADOR





# DIVERSITY, EQUITY, INCLUSION AND BELONGING

We believe a diverse, equitable and inclusive work environment *supports our Core Value of Promoting Team Member Growth and Happiness* and leads to organizational success on many levels.

## Affinity Groups

Affinity Groups are voluntary, Team Member-led groups that bring together people who share common backgrounds, interests, challenges and experiences. They are meant to be spaces where Team Members can offer one another support and build a sense of community. These groups can contribute to a workplace where diversity is valued, and where all Team Members feel included and supported. Black and Latino Affinity Groups launched in 2023, and LGBTQ+, Neurodivergent, Women and Veterans Affinity Groups are launching in 2024.



**“Our Diversity, Equity, Inclusion and Belonging program is a dynamic, collaborative effort that reflects our commitment to being a workplace where we all can thrive. We are committed to doing hard work, and to celebrating our diverse voices and finding creative ways to lift all the cultures and communities of Whole Foods Market. We are stronger together.”**

*Dr. Akua Woolbright*  
SENIOR PROGRAM DIRECTOR FOR DEIB

# COMMUNITY ENGAGEMENT



## Food Security | Donations

By partnering with Food Donation Connection, we donate millions of pounds of safety-monitored perishable and nonperishable food to local food banks and food rescue agencies across the U.S. annually.

ENOUGH FOR OVER  
28 MILLION MEALS ↩

In 2023 alone, we donated almost 33,837,700 pounds of food, supporting nearly 1,000 unique food rescue and redistribution programs.

## Nourishing Our Neighborhoods

Marking its fourth year in 2023, Nourishing Our Neighborhoods has donated 44 refrigerated vans to community-based food rescue and redistribution programs to transport food to low-income communities across the U.S. and Canada. In 2023, Whole Foods Market launched Nourishing Our Neighborhoods Mobile Pantry, pop-up farmers-market-style events at local schools. Each event provides fresh produce and pantry staples for 700 families. Whole Foods Market also launched Stuff the Van events for each of our Nourishing Our Neighborhoods food rescue partners. These events were held at Whole Foods Market stores, where Team Members filled each of the vans with a mix of fresh produce and pantry staples.

Through these events, Whole Foods Market donated ~57,600 pounds of food—enough for almost 48,000 meals.



“Our Nourishing Our Neighborhoods van couldn’t have come at a better time. In the past two years alone, we’ve served more than 40,000 people who are completely new to our services. Having the refrigerated van has allowed us to transport fresh produce, meat and dairy to more families...[it’s] allowed us to source and transport the equivalent of 1.3 million meals to families in need across Chicago. That’s simply incredible. We’re so grateful to Whole Foods Market for this much needed support.”

*Kellie O’Connell*  
CEO OF NOURISHING HOPE, Chicago



NOURISHING OUR NEIGHBORHOODS VAN  
NEW JERSEY

## Community Giving

Whole Foods Market's Community Giving programs provide a wide range of resources to help address existing and emerging needs in the communities we serve. We work with individuals and organizations that share our higher purpose to nourish people and the planet, and proudly support thousands of nonprofit organizations and initiatives yearly.

2023 Highlights

**\$1,300,000+** donated  
to 29 organizations via Store Support Giving

**\$847,000+** donated  
to 92 organizations via Regional Giving

**\$4,300,000+** donated  
to 1,628 organizations via Store Giving

**\$6,600,000+** total  
dollar value of Community Giving



*Cristina Minardi*  
EXECUTIVE VICE PRESIDENT,  
Growth & Development

# WHOLE FOODS MARKET FOUNDATIONS

Our Whole Foods Market Foundations further fulfill our higher purpose to nourish people and the planet by helping to advance healthy food access, nutrition and economic opportunities in local and global communities.



Whole Kids strategically designs programs to address children's nutrition at various life stages. Our programs grow with our kids – to encourage curiosity, improve consumption of fruits and vegetables and develop a positive relationship with their food, while transforming children's access to healthy food, and preparing for the future by building capacity for school food professionals.

“The work we do at Whole Kids is equity work –all children deserve to be nourished.”

*Kim Herrington*

DIRECTOR OF PROGRAMS,  
Whole Kids



WHOLE KIDS  
NEW ORLEANS



## GET SCHOOLS COOKING | RECIPIENT FEATURE

The Get Schools Cooking program is an intensive three-year assessment and strategic planning program that provides public K-12 schools with comprehensive support to transition their food service program from a heat-and-serve to scratch-cook operation.



In 2023, Brownsville ISD in Texas was the first large school district participating in our program with 38,000 students and 54 schools.



1.4 million children supported at 636 schools plus 592 teachers trained in healthy eating practices

\$1,500,000+ invested in 509 garden grants to create hands-on learning gardens tied to curriculum

\$195,000+ invested in 43 grants for salad bars to allow kids daily access to fresh fruits and vegetables

\$192,000 invested in 108 beehive grants for students to observe bees and learn about pollinators



Whole Cities' programs aim to advance individual and community health through local partnerships and expanded access to fresh, healthy food and nutrition education. Its Community First Grant program uses an approach that engages Team Members and focuses heavily on championing homegrown solutions by supporting community-led organizations.

**64 Community First grants (\$575,000+ in 49 cities)**

for long-term fresh, healthy food access and nutrition education

**10 Newark Fresh, Healthy Food Access grants (~\$230,000)**

for community-led, nonprofit organizations in New Jersey

“Through Whole Cities’ support for locally-led initiatives, we believe that we can help champion people's power to expand the range of fresh, nutritious food available in their neighborhoods.”

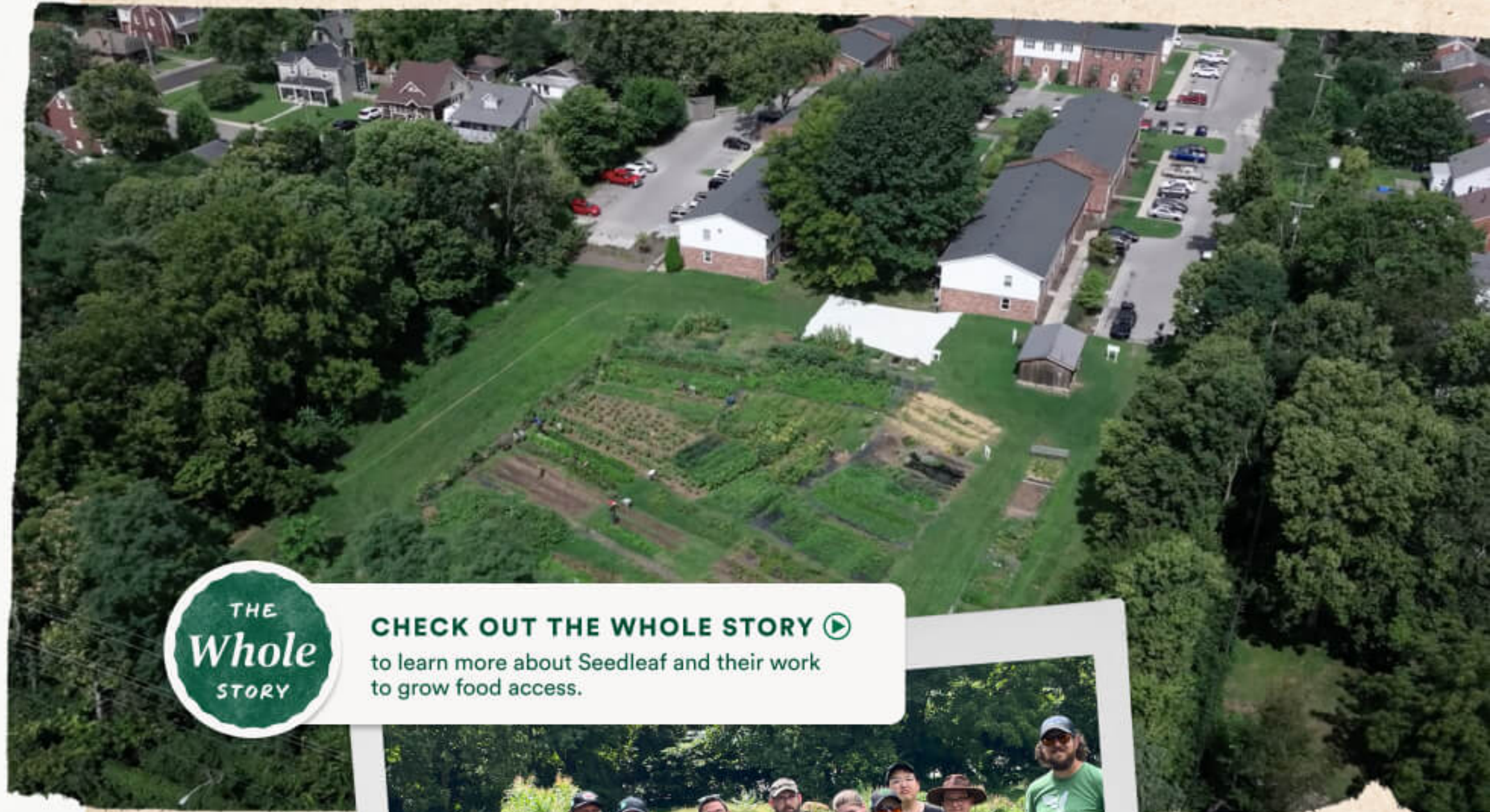


*Dianna Purcell*

DIRECTOR OF PROGRAMS, Whole Cities

**SEEDLEAF | RECIPIENT FEATURE**

Seedleaf is a five-year Community First Grant partner (\$33k investment to date) in Lexington, Kentucky. They are a community gardening organization that provides horticultural training and supports the practice of gardening and small-scale farming in urban spaces.



**CHECK OUT THE WHOLE STORY**  to learn more about Seedleaf and their work to grow food access.



**TEAM MEMBER VOLUNTEERS**



Whole Planet supports organizations around the world that increase access for financially excluded people, often living near the poverty line, to generate income and meet their basic needs. This support is more important than ever as people living in poverty are disproportionately affected by climate change, the COVID-19 pandemic, ongoing food crises and regional conflicts. In 2023, the foundation developed a new goal: to empower an additional 300,000 people to generate income and meet their basic needs in countries where Whole Foods Market sources products by 2030.

**\$142,000,000+**  
revolving as microloans in 2023

**\$7,602,500+ granted**  
across 37 countries for  
26,600+ microloans in 2023



### NORVIN ADIEL CASTRO SEVILLA

#### | RECIPIENT FEATURE

Norvin Adiel Castro Sevilla is a small cocoa farmer who lives in northern Nicaragua with his wife and three children. Since he started working with Whole Planet's microfinance partner in Nicaragua, PACSA, he has achieved fair trade, organic and Rainforest Alliance certification for his farm; increased his yields and income by over 100%; and improved the living conditions of his family. This was possible by taking a microfinance loan, which was co-guaranteed by other cocoa farmers in his community, participating in ongoing trainings, and by selling his cocoa harvest to PACSA.



“At a time when nearly 700 million people around the world are living on less than \$2.15 a day, it is more important than ever for Whole Planet to assist people living in poverty, helping them meet their basic needs and become more resilient through economic opportunities and increased access.”



*Daniel Zoltani*

SENIOR DIRECTOR OF PROGRAMS,  
Whole Foods Market Foundation

## SUPPLY CHAIN SOCIAL RESPONSIBILITY

Whole Foods Market is committed to ensuring that the products we provide are produced in a way that respects human rights and the environment. We engage suppliers who share this commitment and operate on a policy of continuous improvement.

### Human Rights

From 2020 to 2022, Whole Foods Market engaged an independent consulting firm to conduct a human rights due-diligence pilot project to assess human rights risks in our farmed shrimp and fresh and frozen tuna supply chains. Building on these pilots, in 2023, Whole Foods Market, with support from Amazon's central human rights team, worked with third-party expert Human Level to conduct its first human rights due-diligence management assessment.

The assessment was conducted to determine the rigor of the Whole Foods Market human rights risk-management system, benchmark our system against industry peers and analyze how third-party certification programs can best support our system. The findings will inform continuous improvement to more robustly address social impacts, and all project outcomes inform our wider social responsibility approach. We continuously work to improve our policies and practices as we mature in our understanding and application of human rights due diligence.

### Supplier Code of Conduct

The Whole Foods Market Supplier Code of Conduct details the requirements and expectations for suppliers in our supply chain and helps ensure our products and services are produced in a way that meets these standards. Our requirements are derived from the UN Guiding Principles on Business and Human Rights, the ILO fundamental Conventions and their Declaration on Fundamental Principles and Rights at Work, and the UN's Universal Declaration of Human Rights. Our [Supplier Code of Conduct](#) sets requirements for our suppliers on issues like child and forced labor, health and safety, discrimination and fair treatment, freedom of association, and wages and working hours. When interpreting these policies, we follow ILO guidance materials and definitions.

**“We want our customers to feel good about what they're putting in their baskets, which is why we have compliance programs in place to help make sure that the products on our shelves live up to our high standards and are produced in a way that respects the fundamental dignity of workers and the environment.”**



*Alicia White*

VICE PRESIDENT AND DEPUTY GENERAL COUNSEL



# Waste and *Packaging*





**In 2008, we became the first U.S. grocer to ban disposable plastic grocery bags at checkout.**

We built on that work in 2023 by introducing new, more robust paper bags at checkout that reduce the need for double bagging and have the potential to avoid the need for 100,000,000+ paper bags annually.



**We fight food waste by donating millions of pounds of perishable and nonperishable food to local food banks and food rescue agencies.**

In 2023, we solidified our commitment to reducing our food waste by 50% by 2030 by becoming members of ReFED and World Wildlife Fund's U.S. Food Waste Pact.



**And finally, every year, we keep millions of pounds of waste out of landfills through robust recycling and organic diversion programs (such as composting).**

Over 99% of our stores had active recycling programs and nearly 84% of our stores had active organic diversion programs by the end of 2023. We work every day to be leaders in reducing our packaging and waste, and we're proud of our accomplishments, but our work is far from done.



## Improving the Accuracy of our Waste Data

In 2023, the Sustainability team worked to improve waste data integrity by establishing a series of quality and completeness checks performed monthly on waste data. Through this effort, we uncovered opportunities for improvement in the quality of our data and reporting. Though operationally we improved our waste footprint and diversion, widespread waste industry data challenges and the counterbalancing effects of improving our data integrity mean that our efforts and accomplishments aren't always reflected in our overall diversion rate.

In 2024, we're further refining our standards for data integrity with support from a new waste management broker and are on track to have a more stable and reliable data set by the end of the year.

# 2023 STORE WASTE AND DIVERSION HIGHLIGHTS



532 stores with active recycling programs (99% of stores)

452 stores with active organic diversion programs, such as composting (85% of stores)



87,000+ tons of unsold food diverted from landfills

through organic diversion programs (such as composting)



ALMOST 33,837,700 lbs. of food—28 million meals worth—donated to food rescue and redistribution programs

NEARLY 70% overall diversion rate

*Diversion rate is a measure of the amount of discarded materials being diverted from landfill or incineration through pathways like recycling or composting*

121,900+ tons of recyclable materials diverted

from landfills through recycling



~1,000 unique food rescue and redistribution programs supported

100,000,000+ paper bags potentially avoided

through introduction of new stronger twist-handle bags



# WASTE REDUCTION: OUR APPROACH

DECREASE, DONATE, DIVERT ←

## Decrease

Decrease food waste by working to prevent it from ever happening in the first place with smart inventory and ordering management, as well as in-store systems for using produce culls in added-value products and culinary applications. We continue to invest in new and innovative ways to keep food waste out of landfills, like Too Good To Go.



### TOO GOOD TO GO | SUPPLIER HIGHLIGHT

*Too Good To Go is the world's largest marketplace for surplus food. The app provides an opportunity to sell perfectly good food nearing its sell-by date to customers at a reduced price.* This program helps us reduce food waste while providing our customers with access to good food at a great value. In July 2023, we launched the program in seven Whole Foods Market stores in Austin, Texas. Since then, we have collectively avoided over 276,000 pounds of CO<sub>2</sub>e emissions by keeping food waste out of landfills. We're excited to amplify the reach of our program and make an even greater impact, as we expect Too Good To Go to be operational in over 450 stores by the end of July 2024.



**Avoided more than 276,000  
pounds of CO<sub>2</sub>e usage**



## Donate

Donate all edible food waste fit for human consumption to food banks and food rescue organizations in the store's local community. Through Food Donation Connection, every Whole Foods Market store in the U.S. is paired with at least one food rescue or redistribution program in their local community.

In 2023 alone, we donated almost 33,837,700 pounds of food—enough for over 28 million meals—to food rescue and redistribution programs. Through these donations, we supported nearly 1,000 unique food rescue and redistribution programs.



“At Food Donation Connection, we take pride in working with Whole Foods Market to develop food redistribution solutions to reduce food waste and provide nourishing food to people in need in their communities. Our partner agencies absolutely love receiving high-quality food and we're thrilled to play our part in helping Whole Foods Market with their purpose to nourish people and the planet.”



*Steve Dietz*

VICE-PRESIDENT OF BUSINESS DEVELOPMENT,  
Food Donation Connection



## Divert

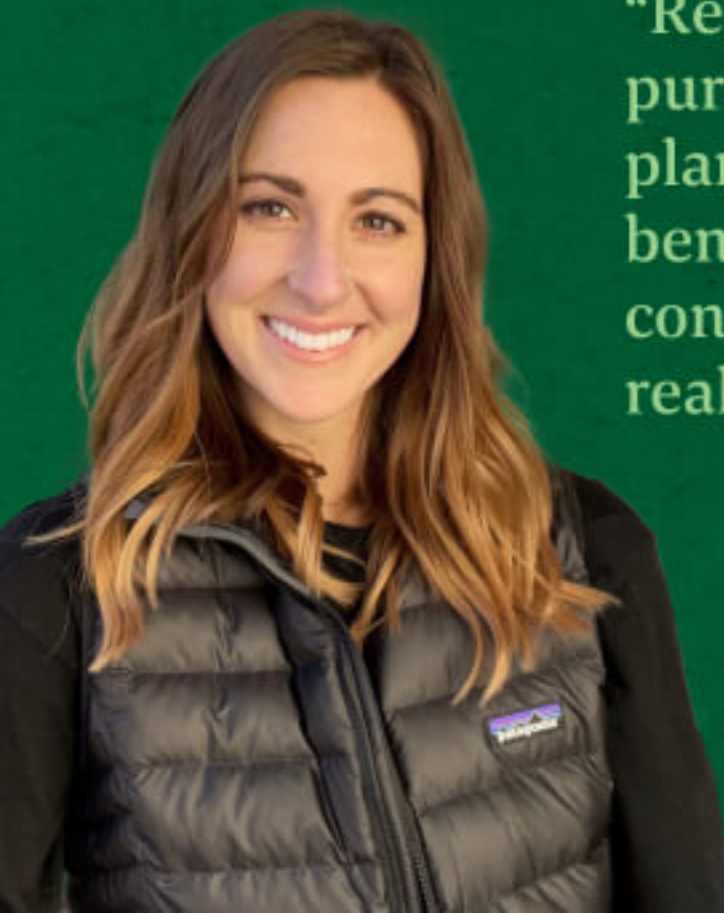
Divert any inedible food waste, keeping it out of landfills through organic diversion streams such as composting, providing it to farmers for animal feed or sending to anaerobic digestion facilities. As of the end of 2023, 452 Whole Foods Market stores, or nearly 85% of our stores, had active organic diversion programs that collectively diverted 87,000+ tons of unsold food from landfills. To help us keep even more food waste out of landfills, we launched Code Green – a store-facing program committed to proper waste sorting and diversion.

Beyond decreasing, donating and diverting, Whole Foods Market also views product innovation and design as key components of our food waste reduction strategy, and we take pride in working with suppliers that share our commitment to reducing unnecessary food waste.

“Reducing and recovering food waste is essential in our pursuit to fulfill our purpose to nourish people and the planet, and it also has major social and environmental benefits. Through robust programs in our stores and connections within our local communities, we're finding real solutions to reduce food waste by 50% by 2030.”

*Kaitly Robbins*

SENIOR PROGRAM MANAGER FOR DIVERSION



## CHIA SMASH | SUPPLIER HIGHLIGHT

Chia Smash is a line of superfood jams that help fight food waste by making use of “imperfect” fruits – broken, too big or small, off-color or misshapen – that are still perfectly delicious. Chia Smash products are Certified Upcycled.

They've saved over 100 tons of fruit since beginning their upcycled sourcing program in 2022 and they're projecting to save 129 tons in 2024.



“Whole Foods Market is truly committed to supporting innovation that has potential to improve the health of the planet and those within it. They have been a champion of our brand since inception, providing not only space for our products, but also amplifying the upcycling message.”

*Anna Peck*

FOUNDER AND CEO, Chia Smash

# PACKAGING

We work every day to support and encourage intentional and minimal product packaging with sustainability and overall waste reduction in mind.

## Understanding Our Packaging Footprint

In 2023, we established a plastic packaging baseline for our Private Label and in-store food service plastic packaging. In 2024, we're building on that baseline by expanding it to all packaging types within our Private Label and in-store food service. With this baseline, we'll gain insight into the amount and types of packaging we're using for all products in our footprint, allowing us to better understand the environmental impact of our packaging. The information will be critical to setting goals to reduce packaging or replace current packaging with better, more sustainable alternatives.

## Packaging Guidelines

Whole Foods Market published updated Packaging Guidelines in 2023 to assist in choosing more sustainable materials for Private Label, food service and branded product packaging. In alignment with our Whole Foods Market Sustainability Strategy, our Packaging Guidelines are meant to reduce the amount of packaging we use, improve the source material, and design for end-of-life and lower greenhouse gas (GHG) emissions. Packaging choices can also help to reduce food waste and divert packaging waste from landfills.

Whole Foods Market Packaging Guidelines are grounded in four core concepts, or Principles, aimed at balancing safety, performance and sustainability: material safety, material optimization and efficiency, design for recovery and source responsibly.

**THE Whole STORY** **CHECK OUT THE WHOLE STORY** ▶  
to see how Whole Foods Market supplier HiBAR is moving away from single-use plastic packaging in their beauty products.

THE CHANGE FROM A RIGID PLASTIC LID TO PLASTIC FILM IS PROJECTED TO REDUCE PLASTIC BY 212.5 METRIC TONS ANNUALLY



## SUSTAINABLE WINE ROUNDTABLE | PROGRAM FEATURE

Whole Foods Market is a founding member of the Sustainable Wine Roundtable (SWRT), which is working to develop a global sustainability standard for wine. In 2023, the SWRT launched the Bottle Weight Accord to reduce the average weight of 750 ml still wine bottles. As part of this work, Whole Foods Market has reduced its average bottle weight for Distinctive Label wines to 409 grams, well below the industry average of 550 grams, with a goal of transitioning all Distinctive Label still wine bottles to 420 grams or under by the 2025 vintage. This means that we'll be reducing the amount of packaging materials used for our Distinctive Label still wines by an estimated 15% while also reducing emissions associated with transportation and manufacturing.

# 2023 PACKAGING INITIATIVES

## CHECKOUT BAGS REDUCTION | PROGRAM FEATURE

In 2008, we became the first U.S. grocer to ban disposable plastic grocery bags at checkout. Since then, we have been using only 100% post-consumer recycled-content paper bags that are certified by the Forest Stewardship Council. Now we're raising the bar even further. In 2023, we introduced stronger twist handle bags at select Whole Foods Market stores that are still 100% post-consumer recycled content and FSC-certified. We're rolling these new and improved bags out to all stores in 2024, reducing the need for double bagging, which means we can eliminate the need for up to 100+ million bags annually.



## DELIVERZERO PILOT | PROGRAM FEATURE

Five Whole Foods Market stores in Colorado piloted reusable containers at their hot bars and salad bars with the help of DeliverZero. The pilot reduced 377 pounds of packaging. Working to increase the impact, we expanded the pilot to three more Colorado stores in late 2023.

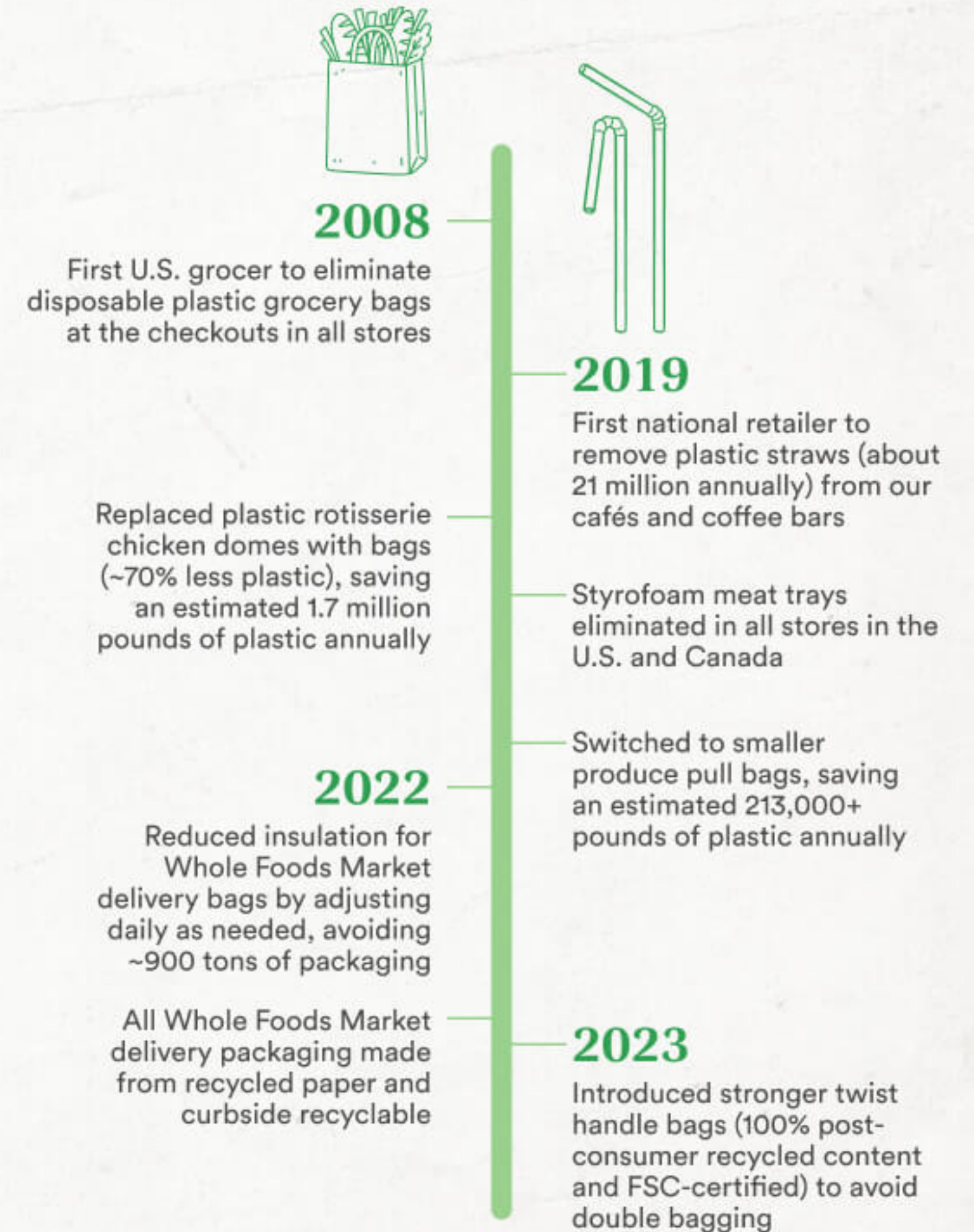
“The addition of DeliverZero reusable containers as a to-go option at Ideal Market Denver has been extremely well received by both customers and Team Members. In this store, the program has kept more than 3,000 containers out of the landfill in the past six months alone!”



*Douglas Tanner*  
ASSOCIATE STORE TEAM LEADER



## Packaging Highlights



### OUR OWN BRANDS

**WHOLE FOODS MARKET ORGANIC STEEPED COFFEE** marries convenience with conscious packaging, using BPI-certified commercially compostable bags and packs.

## THANKS FOR READING OUR 2023 IMPACT REPORT

In true Whole Foods Market fashion, we're concluding our report with appreciations...for our passionate Team Members and for the remarkable suppliers that grow, raise and produce the food and other products on our shelves.

Your commitment to meeting and exceeding expectations inspires our company to push forward on ever-higher standards and goals. And beyond that, your work continues to shape our industry for the better.

*“I challenge every reader to consider just how much power their fork holds.”*

**Suppliers**, thank you for your vision, passion and partnership. We could not achieve the impact we have had throughout 2023 without you, the thousands of growers, ranchers, farmers, suppliers and producers who have put your heart and hard work into the products we sell.

**Team Members**, thank you for all your efforts in 2023 to maintain our integrity and move us forward as you continually surprise and delight our shoppers. The good work highlighted in this report would not be possible without you, and you, and you.

**The Quality Standards & Sustainability team**, working with you every day, I see and appreciate your focus and commitment to moving the needle. We accomplished a lot this year!

*In reflection, 2023 reinforced my fervent belief that food and agriculture can be positive forces for change. While other sectors can lessen their impact on the environment, agriculture can improve it.*

*Agriculture sits squarely at the intersection of people and the environment. Through agriculture we can uplift human rights while improving the environment in which people work and live. I cannot think of better news as it relates to our ability to actively move our world in the right direction. I challenge every reader to consider just how much power their fork holds.*

*I look forward to what we will collectively change for the better in 2024 and beyond as we continue to find new and innovative ways to further our purpose to nourish people and the planet.*

*Caitlin Leibert*

VICE PRESIDENT OF SUSTAINABILITY

WELEDA FARM,  
SCHWÄBISCH  
GMÜND, GERMANY







*We welcome your  
feedback or questions*