

Whole Foods Co-op Product Purchasing Guidelines

As amended by Admin Leadership Team August 2021

Whole Foods Co-op offers consumers a variety of products and information that promote social, economic and environmental health. We act as a buying agent for our Owners and shoppers, not as a selling agent for vendors.

At WFC, inventory departments are presented with a wide range of products and must determine what products are to be offered in our stores. These product guidelines reflect our ENDS statement, assist us in making buying decisions and inform consumers about what they can expect from our products. The following list is not prioritized.

We give preference to products that are:

- Certified organic
- Produced within this bioregion
- Produced within the State of Minnesota or within the State of Wisconsin = LOCAL
- Produced utilizing practices that support sustainable agriculture
- Fair Trade certified
- Produced in a safe work environment where employees are paid a fair wage
- Free of genetically modified organisms (GMOs)
- Free of artificial flavors, artificial colors, artificial preservatives or artificial sweeteners
- Free of high fructose corn syrup or hydrogenated oils
- Free of growth hormones or antibiotics
- Raised using sound animal husbandry and humane practices
- Produced without animal testing
- Produced or distributed by BIPOC (Black, Indigenous, People-of-color) owned businesses
- Produced or distributed by cooperatively-owned businesses
- Packaged minimally and/or packaged with materials that are manufactured and that may be disposed of in an environmentally sound manner
- Meet the needs of people on specialty diets, e.g., dairy-free, gluten-free, vegan, etc.
- Available for purchase through the WIC program
- Priced competitively and offer consumers value for their money
- Desired by Owners and customers

There may be products that are discontinued due to low sales or supply issues even though those products meet some or all of these guidelines.

WFC's preference is to educate shoppers and allow them to make their own decisions. Information about food issues will be provided in a useful and timely manner.

Management may amend these guidelines at any time. Management will report to the Board of Directors annually on these guidelines with reference to the following metrics:

- Local (MN/WI) purchases: Total purchases direct from vendors/total number of vendors and total dollars
- Bioregion purchases: Total purchases direct from vendors/total number of vendors and total dollars
- Bioregion promotions: Total promotional activity/number of vendors promoted and type of promotion (e.g., in-store promotion, newsletter article, advertising, demo)

Beginning in 2022, the following metrics will be added to annual reporting to the Board of Directors:

- Cooperatively-owned vendors: Total purchases direct from vendors/total number of vendors and total dollars
- Cooperatively-owned vendor promotions: Total promotional activity/number of vendors promoted and type of promotion (e.g., in-store promotion, newsletter article, advertising, demo)
- BIPOC-owned vendors: Total purchases direct from vendors/total number of vendors and total dollars
- BIPOC-owned vendor promotions: Total promotional activity/number of vendors promoted and type of promotion (e.g., in-store promotion, newsletter article, advertising, demo)