



550 BOWIE STREET, AUSTIN, TEXAS 78703
WWW.WHOLEFOODSMARKET.COM
WHOLE FOODS. WHOLE PEOPLE. WHOLE PLANET.

May 17, 2017

Dear Supplier:

Thank you for the time and effort you have invested in participating in Responsibly Grown. We appreciate your commitment to continuous improvement on key sustainability issues.

We are writing to update you on the way we present Responsibly Grown to customers in our stores. We have recognized that our current method of displaying Responsibly Grown information on price signs in our produce departments is not an effective way to convey to customers the meaning and value of the program. Effective May 31, 2017, we will no longer display the Responsibly Grown logo on price signage for individual items. We know our customers care about these issues and we will continue to explore more impactful approaches to sharing the deep information behind Responsibly Grown.

The supplier-facing element of Responsibly Grown will remain unchanged. Responsibly Grown is a meaningful sourcing program and an important tool to help us identify and reward suppliers who protect human health and the environment. After completing the mandatory Core Approval section of our supplier website (“the Barn”), we encourage all suppliers to continue through the optional Responsibly Grown index section for all rating units.

We remain committed to rewarding suppliers who achieve and maintain Responsibly Grown ratings for their products. We are deepening and expanding the purchasing preference program already in place at our global purchasing office. We consider organic and conventional items separately, and within those categories we incorporate performance in Responsibly Grown as a key attribute in making purchasing decisions.

Who to contact:

- **Purchasing** – Your first point of contact should always be your Whole Foods Market buyer.
- **Produce Compliance** – For Core Approval topics – producecompliance@wholefoods.com.
- **Responsibly Grown** – For Responsibly Grown topics – responsiblygrown@wholefoods.com.

Thank you again for your commitment to Responsibly Grown and for the work you do to help us offer the best possible produce, plants and flowers to our customers.

Best regards,

James Bible
Executive Global Produce Coordinator