Whole Foods Market Pollinator Health Policy for Fresh Produce and Floral
October 2026

Purpose
The purpose of this document is to state the Pollinator Health Policy for Produce and Floral purchasing at Whole Foods Market, which aims to reduce the risk of negative impacts to biodiversity and native pollinator health in our produce and floral supply chain.

Background
Whole Foods Market has long championed pollinator health through our commitment to organic production, which prohibits many harmful, persistent pesticides. We recognize the important role that pollinators play in our food system and seek to better support pollinator health, while acknowledging the need for robust pest management.

Scope
This policy applies to all suppliers of fresh produce and floral products sold in Whole Foods Market stores in the U.S. and Canada, excluding produce wholesalers.

Pollinator Health Policy for Fresh Produce and Floral

- Whole Foods Market requires all fresh produce and floral growers to implement an Integrated Pest Management (IPM) system[1], which prioritizes preventative and biological pest control measures and reduces the need for chemical pesticides.
- We encourage all fresh produce and floral suppliers to phase out the use of nitroguanidine neonicotinoids (clothianidin, dinotefuran, imidacloprid, and thiamethoxam), which are particularly harmful to pollinators.
- The use of nitroguanidine neonicotinoids (clothianidin, dinotefuran, imidacloprid, and thiamethoxam) is prohibited in all potted plants we sell.

Compliance

1. **Full Compliance Pathways**
   The following types of documentation may be used to demonstrate full compliance with this policy.
   a. Certification to one of the following programs, which support biodiversity, pollinator health, and other climate-smart strategies (preferred):
      - Biodynamic (Demeter)
      - Certified Regenerative by A Greener World
      - Fair For Life
      - Fairtrade International
      - Fair Trade USA
      - Organic (USDA Organic, Canada Organic Regime, or an international equivalent)
      - Rainforest Alliance
      - Regenerative Organic Certified (ROC)
      - Soil and Climate Initiative (SCI)
      - SCS Sustainably Grown

   b. Certification to one of the following programs with strong IPM and neonicotinoid restrictions:
      - Bee Better Certified

   c. Completion of an attestation confirming that growers adhere to the requirements of the policy. Suppliers must submit details of their IPM and pesticide records to Whole Foods Market upon request.

[1] The USDA describes Integrated Pest Management (IPM) as a sustainable approach to managing pests by combining biological, cultural, physical, and chemical tools in a way that minimizes economic, health, and environmental risks. An IPM system prioritizes cultural, physical, and mechanical measures for pest prevention. Only when these measures are not fully effective should chemical pest control materials be used.

2. **IPM Compliance Only** – not applicable for potted plants
   The following types of documentation may be used to determine compliance with the requirement for an Integrated Pest Management (IPM) system *only.* These do not substantiate the prohibition of nitroguanidine neonicotinoids.

   a. Certification to one of the following programs with strong IPM:

      - Equitable Food Initiative (EFI) - Pest Management Standard
      - Red Tomato's Eco Certified Program
      - Sustainable Food Group Sustainability Standard

   b. Completion of an attestation confirming that growers adhere to an Integrated Pest Management (IPM) system. Suppliers must submit details of their IPM and pesticide records to Whole Foods Market upon request.