ISSUE 13 / APRIL 2026

The Inside Scoop

EARTH DAY: APRIL 22

HERE, EVERY DAY'S EARTH DAY

REGENERATIVE AGRICULTURE
REDUCING FOOD WASTE
PROTECTING POLLINATORS
TRUSTED CERTIFICATIONS
INVESTING IN COMMUNITY

WHOLE FOODS MARKET REGENERATIVE ORGANIC CERTIFIED

Look for these items on our shelves!

ORGANIC PERU SINGLE ORIGIN WHOLE BEAN COFFEE

ORGANIC DRIED MANGO

ORGANIC TRI-COLOR QUINOA

ORGANIC QUICK-COOK ROLLED OATS

ORGANIC CANE SUGAR

Look for the seal!

Regenerative Organic Certified™

Why is regenerative agriculture important?

- Aims to improve soil health.
- Promotes biodiversity and carbon capture.
- Can leave the land better than it was found.

OUR GOAL:

Reduce our food waste by 50% by 2030

HERE ARE SOME OF THE WAYS WE'RE MAKING THAT HAPPEN.

1 SAME-DAY DISCOUNTS

Enjoy products before they're discarded.

ENJOY TODAY
50% off
with this coupon
On this stickered item only when purchased in store. Requires team member assistance.

Look for me across the store!

Same great quality. Big savings.

2 NOURISHING OUR NEIGHBORHOODS

We fund refrigerated vans for food-recovery organizations to transport fresh, healthy food back to their communities.

90+ refrigerated vans donated!

3 FOOD DONATIONS BY THE MILLIONS

HOW IT'S MAKING A DIFFERENCE:

31.3 million pounds of food donated to food rescue and redistribution programs.

1,040,000 pounds of food per each Nourishing Our Neighborhood van can be diverted from landfills every year.

TOO GOOD TO GO

THE APP THAT HELPS EVERYONE FIGHT FOOD WASTE

Learn more about our participation in the shoppable Too Good To Go program, featured in Food & Wine magazine.

IT'S WHAT'S NOT IN THE BAG.
WE BAN over 300 PRESERVATIVES, SWEETENERS & OTHER FOOD INGREDIENTS
because the most important thing we sell is PEACE OF MIND

LOCAL

Our Local program reduces the distance products must travel and highlights the unique flavors of your community.

SANTA CLARA, CALIFORNIA*
GINGER LAB
GUAVA GINGER BEER

AUSTIN, TEXAS*
SHĀR
ORGANIC TROPICAL TRAIL MIX

BOULDER, COLORADO*
PEAK STATE
ORGANIC COFFEE WITH BENEFITS: IMMUNITY BOOST

MIAMI, FLORIDA*
GELATYS
MINI GEM DUBAI STYLE GELATO POPS

NEW YORK CITY, NEW YORK*
WHIPNOTIC
VANILLA SALTED CARAMEL WHIPPED TOPPING

LOOK FOR ME TO DISCOVER WHAT'S LOCAL IN YOUR STORE.

* Available at select Whole Foods Market stores or regions.

GET YOUR HOUSE IN ON THE ACT

BETTER FOR YOUR HOME. BETTER FOR THE PLANET.

(Without sacrificing cleaning power)

BLUELAND
DISHWASHER DETERGENT TABLETS
Powers away 24-hour baked-on, burnt-on stains.

PLANT POWERED

ECOS
ULTRA CONCENTRATED LAVENDER DETERGENT
Made with plant-powered stain and odor-fighting enzymes.

WE BAN 140+ HOUSEHOLD CLEANING PRODUCT INGREDIENTS.

DR. BRONNER'S
SAL SUDS BIODEGRADABLE CLEANER
A concentrated hard-surface all-purpose cleaner.

365 BRAND
POWER FOAM DISH SPRAY, POMELO APRICOT SCENT
Grease-cutting formula. No added dyes.

new

Regenerative Organic Cotton Totes

Fair trade and *stylish.*

Out in the wild

Sourced for Good

Thousands supported. Millions raised.

SOURCED FOR GOOD
PRODUCE

SOURCED FOR GOOD
COFFEE

Our Sourced for Good program requires third-party certification and supports workers, communities and environmental stewardship where our products are sourced.

SOURCED FOR GOOD
FLOWERS

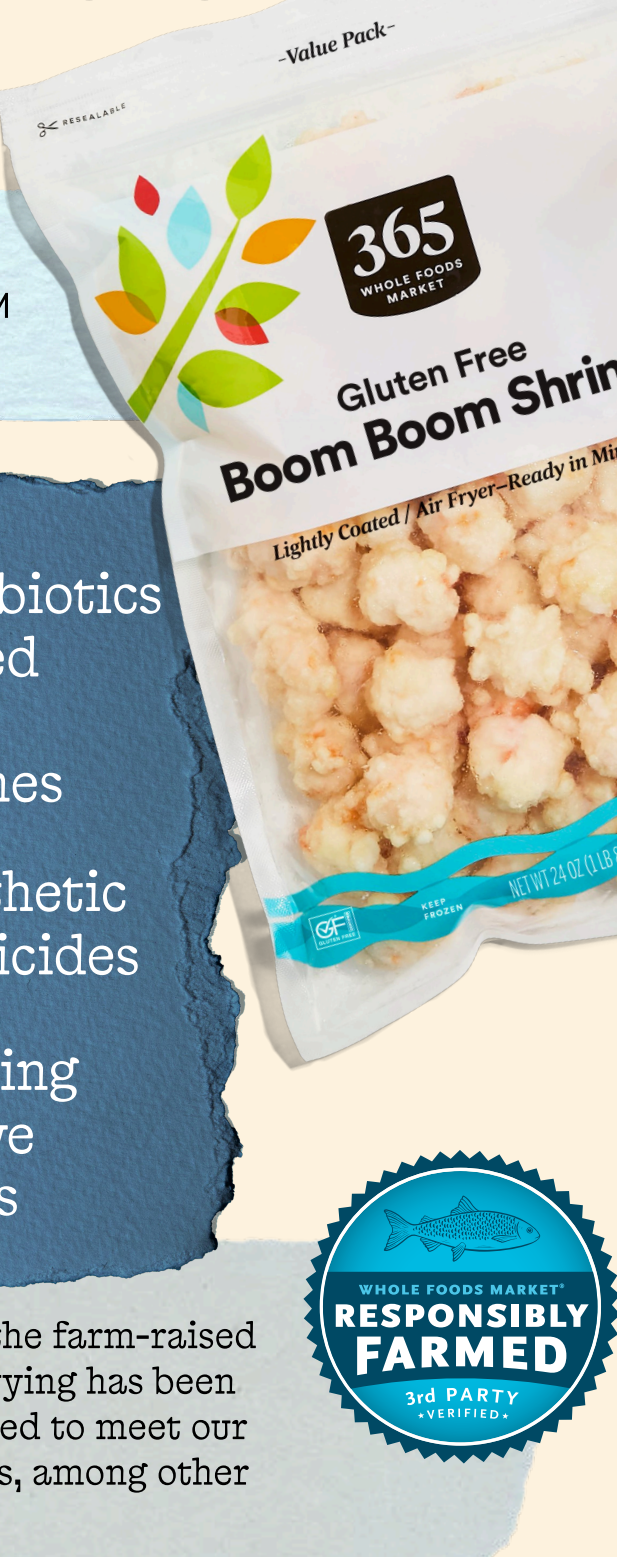
OUR POLLINATOR HEALTH POLICY

- Prioritizes preventative and biological pest control measures
- Reduces the need for chemical pesticides
- Decreases the use of chemicals particularly harmful to pollinators

ALL OUR FLORAL

ALL OUR FRESH PRODUCE

Responsibly Farmed SEAFOOD


365 BRAND
BOOM BOOM SHRIMP

- ✓ No antibiotics or added growth hormones
- ✓ No synthetic parasiticides
- ✓ Protecting sensitive habitats

WHOLE FOODS MARKET® RESPONSIBLY FARMED 3rd PARTY VERIFIED

This logo means the farm-raised seafood you're buying has been third-party verified to meet our Quality Standards, among other requirements.

We dig plants.

Look out for NEW plant-based products.

new

365 BRAND
MEATLESS SOY-BASED STEAK STRIPS

EAT JUST
POWER JACKS PANCAKE BATTER
No bleached or bromated flour.

new

TÁCHE
ORIGINAL UNSWEETENED PISTACHIO MILK
Just three ingredients: water, pistachios and sea salt.

Non-GMO

EAT JUST
PLANT-BASED BUFFALO CHICKEN

new

KITE HILL
PROTEIN CREAM CHEESE ALTERNATIVE
Preserved with rowanberry fruit extract.