

Pollinator Health Policy for Fresh Produce and Floral December 2023

Purpose

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

Pollinator Health Policy for Fresh Produce and Floral

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.

By 2025, Whole Foods Market:

- Requires all fresh produce and floral growers to implement an Integrated Pest Management (IPM) system¹, which prioritizes preventative and biological pest control measures and reduces the need for chemical pesticides.
- Prohibits the use of nitroguanidine neonicotinoids (clothianidin, dinotefuran, imidacloprid, and thiamethoxam) in all potted plants we sell.

We also encourage all fresh produce and floral suppliers to phase out the use of nitroguanidine neonicotinoids, which are particularly harmful to pollinators.

Scope

This policy applies to all suppliers of fresh produce and floral products, excluding produce wholesalers.

Compliance

1. The following types of documentation may be used to achieve compliance with this Policy.
 - a. Compliance with one of the following certifications, which support biodiversity, pollinator health, and other climate-smart strategies (preferred):
 - Biodynamic (Demeter)
 - Fair For Life
 - Fair Trade International
 - Fair Trade USA
 - Organic (USDA Organic, Canada Organic Regime, or an international equivalent)
 - Rainforest Alliance
 - Regenerative Organic Certified (ROC)
 - b. Certification to one of the following programs with strong IPM and neonicotinoid restrictions:
 - Bee Better
 - Equitable Food Initiative (EFI)
 - 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.
2. 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:
 - 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 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.