

Sustainable Food Pledge

Whereas, Whole Foods Market and UNFI recognize that their role in helping to build a sustainable food supply chain is unique,

Therefore, Whole Foods Market and UNFI pledge to enter into an agreement with appropriate representatives of important stakeholder groups over these Principles for a Sustainable Food Supply Chain

1. Whole Foods Market and UNFI will cease marketing conventional food as “natural” and instead double the sales of certified organic foods and products, from one-third to two-thirds of sales by 2013.
2. Whole Foods Market and UNFI will support smaller retailers and coops that seriously promote organics by providing UNFI’s highest discounts that are currently enjoyed by Whole Foods and UNFI’s conventional grocery chain customers.
3. Whole Foods Market and UNFI will adopt a purchasing policy that emphasizes the sustainability of family-scale organic farms and local producers.
4. Whole Foods Market and UNFI will adopt, monitor and enforce domestic fair trade standards that honor: workers’ rights to a safe and healthy work environment; workers’ rights to a decent standard of living; job security based on years of loyal service; and the right of workers to expeditiously choose – free from management influence or interference – union representation and collective bargaining.
5. Whole Foods Market and UNFI will promote a sustainable environment that includes the human right to health care; safe, healthy and nutritional foods; and the elimination of business practices that accelerate climate change/environmental destruction.

Signed this _____ day of _____, 2010 by:

John Mackey, CEO, Whole Foods Market

Steven Spinner, CEO, UNFI