



Original location in Austin, TX



Whole Foods Market



Organic Food Industry Timeline



1940s to 1950s

Organic farmers form network and write their stories.

A loose network of farmers - including J. I. Rodale, Ehmefried Pfeiffer of Kimberton Farm School, and Paul K. Keene of Walnut Acres Farms - shun chemical agriculture by farming organically and writing about their experiences.



1953

Consumers gain increased access to organic food.

Natural Food Associates (NFA) is formed in Atlanta, Texas, to help connect scattered organic growers with fledgling markets for organically grown foods.



1962

Rachel Carson's Silent Spring sounds a clarion call for environmentalism.

Rachel Carson's Silent Spring is published. The book documents some of the negative consequences associated with chemical use in agriculture and gives rise to a new environmental consciousness and renewed focus on organic agriculture.



1973

Consumer opposition to chemical pesticides grows.

The United States bans the pesticide DDT, which some mark as the start of the modern environmental movement. The organics industry grows appreciably due to expanding consumer opposition to chemical pesticides coupled with a desire for food that is produced without harming the environment.



1970s

Regional groups from across the US begin to develop private organic certification standards.

The expansion of the organic food industry prompts activists across the United States to form regional groups and create organic standards by which to certify farmers and their crops.

1980

Whole Foods Market is launched in Austin, Texas.

Safer Way Natural Foods and Clarksville Natural Grocery join forces to open Whole Foods Market in Austin, Texas, with a staff of 19. The new retailer supports organic agriculture and stocks organic produce and other foods throughout the store.



1989

A damning report on Alar is published by the NRDC.

"Alar Sunday." That's what the 60 Minutes broadcast on February 25, 1989 was nicknamed in the organics industry. The broadcast highlighted a research report by [The National Resources Defense Council](#) (NRDC) on Alar (diaminozide), a synthetic growth regulator widely used on apples to keep them from ripening too quickly. The program revealed that Alar presented a high risk to consumers, especially children. After great public outcry and agricultural industry losses upwards of 100-million dollars — the Environmental Protection Agency (EPA) banned the use of Alar for crops grown in the US.



1990

As the organic industry grows, national standards begin to form.

The organic food industry reaches **estimated sales of more than \$1 billion**. Congress passes the Organic Foods Production Act of 1990, which establishes the framework to create National Organic Standards.



1995

Margaret Wittenberg of Whole Foods Market helps develop standards.

Margaret Wittenberg, then Vice President of Governmental and Public Affairs for Whole Foods Market, is appointed as the retail representative on the National Organic Standards Board (NOSB).

1997-1998

Consumers speak out about questionable National Organic Standards.

Organic food industry members and consumers - including Whole Foods Market supporting the write-in campaign with our customers - send over 275,000 comments to the USDA on their proposed National Organic Standards, which included provisions not recommended by the NOSB. These controversial provisions were removed based on these comments.



2002

The Organic Standards arrive.

Full implementation of the U.S. National Organic Standards takes place October 21st.





2003

Whole Foods earns national distinction.

Whole Foods Market becomes the first "national certified organic" grocer in the U.S. as designated by Quality Assurance International's Organic Certification Program for Retailers. To gain this certification, the organic food chain must abide by the USDA's strict National Organic Program standards, and agree to inspection and review by a third-party Accredited Certifying Agent.



2008

Americans choose organics; the Farm Bill increases organics research.

A study by the Hartman Group reveals that nearly 70% of U.S. consumers buy organic products at least occasionally, with organic fruits and vegetables the most popular type of organic foods purchased.

The 2008 Farm Bill introduces a five-fold increase in the amount allocated for existing organic programs and additional funding for new organic programs. Initiatives include research efforts and assistance for farmers managing organic certification costs.



2009

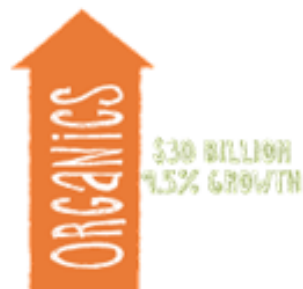
Canada's organic industry makes it official.

Canada's National Organic Standard, administered by the Canadian Food Inspection Agency, becomes law.

2011

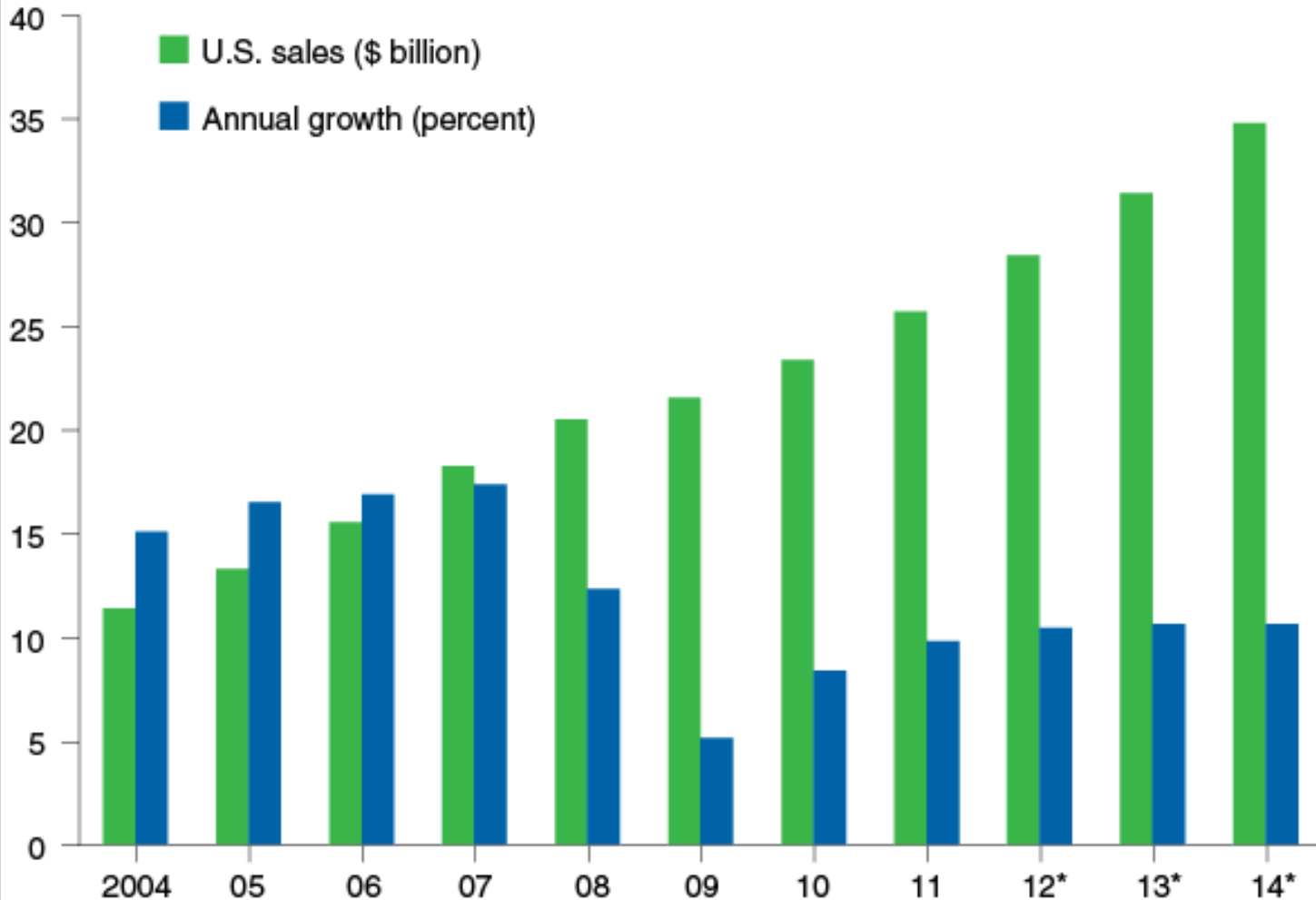
The organic food industry shows no signs of slowing. Our Canadian stores are certified.

The organics market tops \$30 billion, representing a 9.5% growth over previous years. And, Whole Foods Market's Canadian stores are certified as organic retailers by CCOF



US Organic Food Sales

U.S. organic food sales reached \$28 billion in 2012



*Estimated.

Source: USDA, Economic Research Service using data from *Nutrition Business Journal*, 2013.

Canada Food Concerns

Canadian attitudes towards food choices by household type



70% 65% 74%

"I always read the labels when buying a new food or beverage"



62% 65% 58%

"Organic farming is better for a healthy environment"



63% 65% 64%

"I am willing to pay more for food that is good for me and my family"



45% 44% 47%

"Ecological sustainability is an important consideration when I buy products"



34% 44% 30%

"I choose organic foods based on their price"



46% 43% 40%

"Organic foods are better for you/more nutritious"



33% 36% 43%

"I choose foods or products that are not genetically engineered (GMOs)"

Canada Organic Grocery Sales



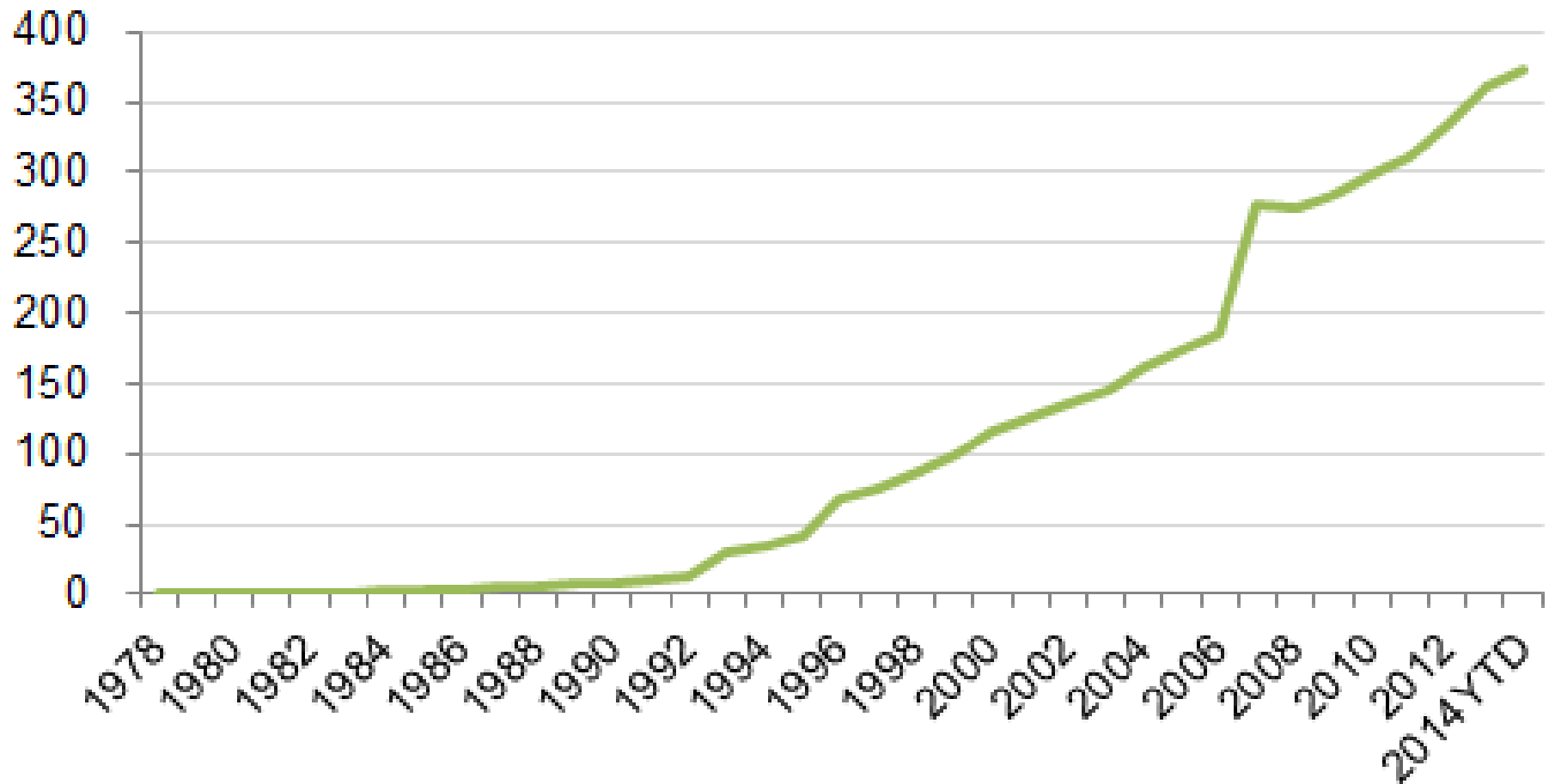
Table 3

ESTIMATED CANADA ORGANIC GROCERY SALES BY DISTRIBUTION CHANNEL (excluding alcohol), 2006 & 2012

Distribution Channel	2006		2012	
	Sales (\$ Millions)	Market Share	Sales (\$ Millions)	Market Share
 Supermarkets, Mass Merchandisers and Drug Stores	\$411.6	59%	\$919.7	48%
Retail Channel Adjustment	\$174.7		\$430.6	
 Natural Health Stores & Online Retail/Delivery Services	\$329.8	33%	\$751.06	26.5%
 Farmer-Direct Sales: Farmers' Markets, CSAs, Farm-Stands	\$70*	7%	\$316.17	11%
 Foodservice/Institutional	\$10.0	1%	\$390.0	14%
 Coops/Buying Clubs	\$5.0	0.5%	\$15.0	0.5%
Total Organic Food Sales:	\$1,001.1 M		\$2,823.08 M	

* 2006 farmer-direct sales figures include box delivery schemes (CSAs and on-line delivery services). 2012 figures include on-line delivery services with natural health stores.

WFM growth from 1980 to today



Park Royal – West Vancouver, BC



Robson – Vancouver, BC



Kitsilano – Vancouver, BC



Cambie – Vancouver, BC

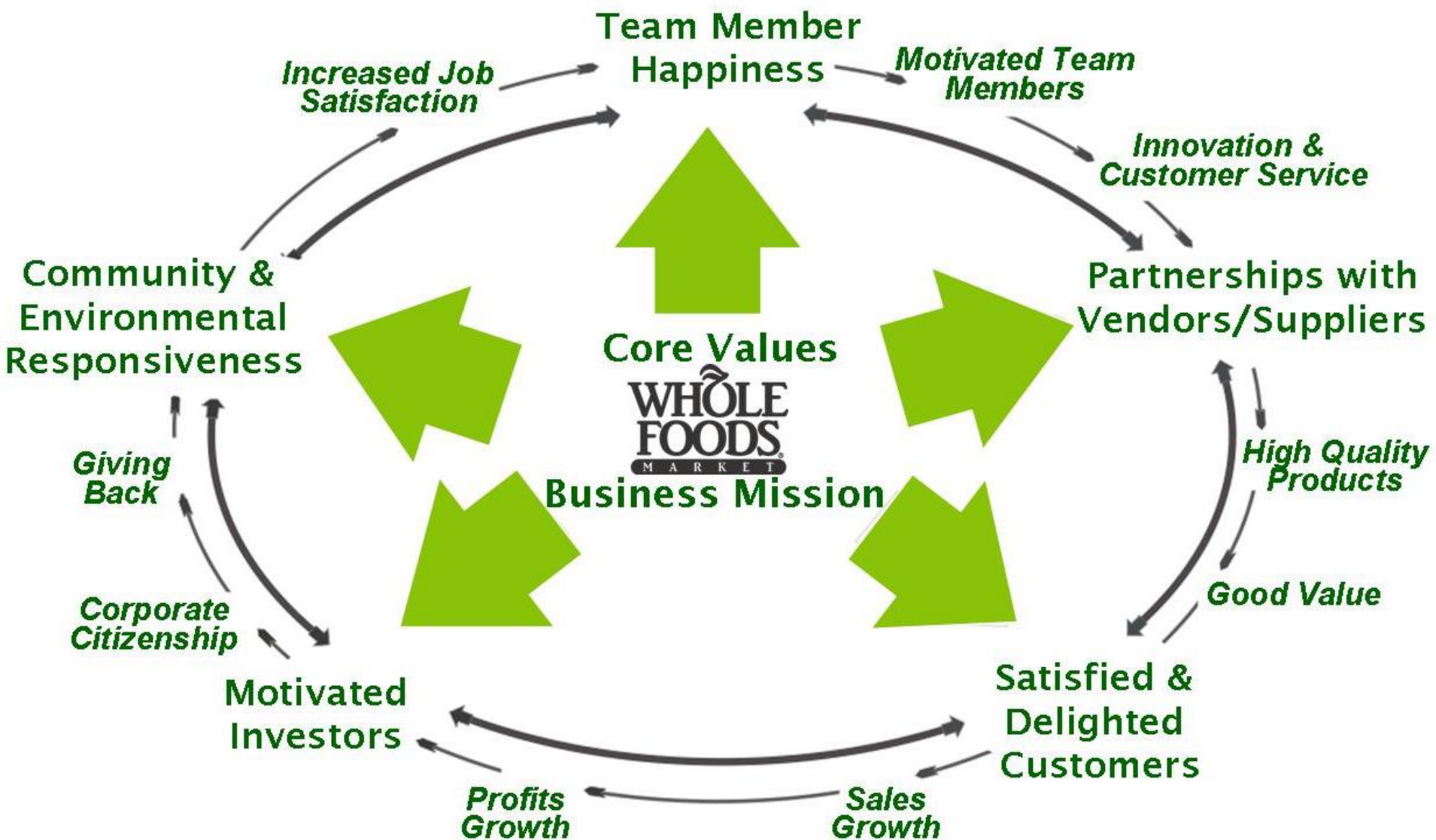


Burnaby, BC



Lonsdale North Vancouver, BC

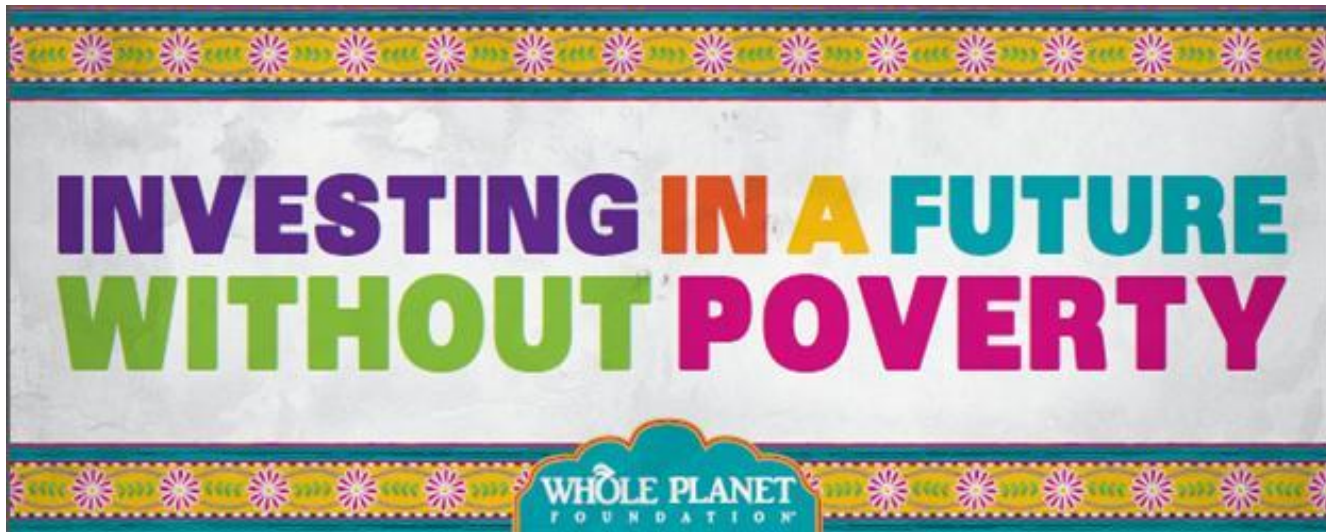




Whole Foods Market's Statement of Higher Purpose

**With great courage, integrity and love,
we embrace our responsibility to co-create a world
where each of us, our communities, and our planet
can flourish;
all the while, celebrating the sheer love and joy of
food.**

Foundations



Midtown Detroit, MI



Broad Street New Orleans



Broad Street New Orleans



Newark, New Jersey



Englewood, Chicago



Tulsa, Oklahoma



Lincoln, Nebraska



Jackson, Mississippi



Stores in Development - US

Alabama - Huntsville

Alabama - Mobile

Arizona - Tucson (Oracle)

Arkansas - Little Rock

California - Albany

California - Berkley (Gilman Street)

California - Brea

California - Burbank

California - Dublin

California - Los Angeles

California - Malibu

California - Palm Desert

California - San Diego

California - San Jose (Alameda)

California - Walnut Creek

Colorado - Frisco

Colorado - Longmont

Colorado - Westminster

Florida - Altamonte Springs

Florida - Clearwater

Florida - Davie

Florida - Miami

Florida - Pompano Beach

Florida - West Palm Beach

Florida - Winter Park

Georgia - Alpharetta

Georgia - Augusta

Georgia - Kennesaw

Illinois - Edgewater (Broadway)

Illinois - Chicago (Edgewater)

Illinois - Chicago (Elmhurst)

Illinois - Chicago (Evanston)

Illinois - Chicago (Hyde Park)

Illinois - Chicago (Lincoln Park)

Illinois - Chicago (Streeterville)

Illinois - Chicago (West Loop)

Illinois - Chicago (Willowbrook)

Illinois - Lake Forest

Indiana - Schererville

Kansas - Olathe

Kansas - Wichita

Kentucky - Lexington

Louisiana - Ambassador Caffery

Louisiana - New Orleans (Broad Street)

Louisiana - Shreveport

Maryland - Columbia

Maryland - Riverdale

Massachusetts – Beverly

Massachusetts - Boston (Ink Block)

Massachusetts - Hyannis

Massachusetts - Westford

Michigan - East Lansing

Mississippi - Jackson

Missouri - Kansas City

Missouri - St. Louis (City Walk)

Minnesota - St. Paul

New Hampshire - Nashua

New Hampshire - Portsmouth

New Jersey - Cherry Hill

New Jersey - Clark

New Jersey - Closter

New Jersey - Marlboro

New Jersey - Morristown

New Jersey - Newark

New Jersey - Parsippany

New Jersey - Wall

New York - 87th Street (NYC)

New York - Albany

New York - Harlem

New York - Bryant Park (NYC)

New York - Williamsburg (Brooklyn)

North Carolina - Asheville

North Carolina - Charlotte

North Carolina - Lake Norman

Ohio - Columbus

Ohio - Dayton

Ohio - West Cleveland

Pennsylvania - Allentown

Pennsylvania - South Hills

Pennsylvania - Wynnewood

South Carolina - Hilton Head

Tennessee - Germantown

Tennessee - Knoxville

Tennessee - Memphis

Texas - Colleyville

Texas - Dallas (Uptown)

Texas - Frisco

Texas - Highland Village

Texas - Houston (Champions)

Texas - Houston (Post Oak)

Texas - The Woodlands

Utah - Draper

Virginia - Arlington

Virginia - Ashburn

Virginia - Crystal City

Virginia - Newport News

Washington, Tacoma

Washington, West Seattle

Washington DC

Wisconsin - Wauwatosa

Stores in Development – Canada & UK

Canada

British Columbia - North Burnaby

British Columbia - Vancouver

Ontario - Bayview

Ontario - Ottawa (Lansdowne Park)

Ontario - Toronto (Front & Bathurst)

Ontario - Toronto (Yonge & Sheppard)

United Kingdom

Fulham, England

Frisco, Colorado



Roaring Fork Basalt, Colorado



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MEDICAL WELLNESS
CENTER

