

Whole Foods Market –

Prepared by Jacob Wolfe for Julia Gaskin and Kent Wolfe



- Founded in Austin, TX, with the original store opening in 1980.
- World's leading chain of natural and organic food supermarkets
- Currently, there are more than 350 stores
- The south has 18 stores located in GA, NC, SC, TN, and AL.
- In 2007, Whole Foods had \$8 billion in sales
- Plan on eliminating plastic bag use in stores by Earth Day of 2008
- Whole Foods uses trucks that run on biodiesel fuel
- Starting this spring, Whole Foods plans on selling their waste as compost to “complete the circle”
- Interested in selling local produce, but there is a lack of organic produce in Georgia
- Requirements for local growers:
 - Organic certification
 - Takes 5 business days to set up a new vendor
 - 2 week lead time before the product is ready to sell
 - \$1 million dollar liability insurance (\$2 million for mushrooms/sprouts)
- Selling to Whole Foods:
 - Must meet quality standards
 - Consistent size and quality
 - Clean and consistent packaging
 - Must meet all USDA standards (Including organic labeling on organic foods)
 - Small farmers sell directly to stores, larger farmers go through distributors
- Pricing:
 - Generally, Whole Foods goes by the daily market prices
 - Terms are from 14 to 30 days
 - Copy of invoice at time of delivery