



**Green Business Hawaii**  
**Sixth Annual Recognition Program**  
**April 20, 2011**  
**Whole Foods Market Maui**



We know we've always been a little out of the ordinary. Those 19 people who started our first store were quite an idealistic bunch!

Early on, we adopted a set of core values to guide our purpose:

- Selling the highest quality natural and organic products available
- Satisfying and delighting our customers
- Supporting team member happiness and excellence
- Creating wealth through profits & growth
- Caring about our communities & our environment
- Creating ongoing win-win partnerships with our suppliers
- Promoting the health of our stakeholders through healthy eating education

We now number over 50,000 team members and are glad to report that our idealism and commitment to our core values are as strong as ever. Yes, we are a publicly held company and have to make a profit to survive in the marketplace. We've also proven that a company can do good and do well if the doing comes from the heart. Luckily, our success helps us bring about change in the marketplace, which we hope will lead to good things for you, us, and the planet.

### **Green Mission**

Whole Foods Market was the first major retailer to offset 100% of our energy use with wind energy credits. In January of 2006, we made our first landmark purchase of renewable energy credits from wind farms to offset 100% of the electricity used in all of our stores and other facilities in the United States and Canada. In 2007, 2009 and 2010, we did it again! This green action and others earned us the Environmental Protection Agency Green Power Partner of the Year 2006 and 2007. Additionally, the Environmental Protection Agency recognized us for our green power purchases with a Green Power Leadership Award in 2004, 2005 and 2006.

In addition, we have implemented the following company-wide recycling programs, internal green mission programs, and support for organics.

**Reduce** — Our stores take the initiative in many areas to reduce our impact on the earth and its resources including:

- Implementing paperless ordering systems to reduce paper waste.
- Supporting carpooling and public transportation for team members.
- Implementing the use of power monitors and other technology to reduce our energy consumption.
- Using biodegradable supplies for food and wine sampling.
- Composting, which has reduced our landfill waste by up to 75% in some regions.
- Banning plastic grocery bags.

**Reuse** — We reuse material of all kinds whenever possible. For example:

- We strongly encourage using reusable grocery bags by providing affordable bags and by paying at least a nickel-per-bag refund.
- We are implementing the use of reusable and biodegradable plates and bowls.
- We save packing peanuts and donate them to local shipping stores, plus we work with suppliers to eliminate Styrofoam use in shipping.

**Recycle** — We're excited about our pioneering composting program. Spoiled produce and other biodegradable waste that used to go into landfills are now donated to the Freebird Farm in Maui, where it is turned into compost. In addition, we also donate all HI 5 materials to Community Work Day Program, a local nonprofit to support their Maui County-side beautification projects. Of the average 20,000+ pounds of rubbish generated monthly at Whole Foods Market Maui, we proudly divert approximately 58% of this waste production. Last month alone we diverted 34 tons of recyclable material!

Other examples of recycling initiatives include:

- Replacing disposable batteries with rechargeable ones.
- Holding company and community recycling drives for electronics.
- Using recycled paper with a high percentage of post-consumer waste whenever possible.
- Providing receptacles for glass and plastic recycling in our dining areas along with collection boxes in many stores for cell phones and ink jet cartridges.

**Green Building** — Green building techniques conserve natural resources by reducing the use of virgin raw materials and minimizing the amount of toxic resins and volatile organic compounds (VOCs) off-gassed by traditional building materials such as laminates, paint and carpeting. New store construction includes innovative green materials such as MDF (medium density fiberboard), made from 100% recovered and recycled wood fiber; Marmoleum, a natural linoleum product; and FSC (Forest Stewardship Council) Certified Wood.

**Organics** — Organic agriculture produces food that promotes the health of consumers, farmers and the earth, with an eye to maintaining that health far into the future. Organic farming is a hopeful enterprise, practiced with compassion and empathy for the land and the creatures upon it.

Organic agriculture:

- Builds healthy, vital soil that's rich with microorganisms and nutrients so it holds moisture, resists erosion and absorbs CO2 to help thwart global warming.
- Promotes biodiversity, reducing the danger of large scale crop failure and plant disease.
- Relies on natural prevention instead of poison. No persistent pesticides, fungicides or herbicides are allowed on organic farms.
- Preserves the integrity of meat and dairy products by prohibiting the use of antibiotics and artificial growth hormones.
- Honors the role that domestic animals play in the cycle of life.
- Protects the safety of food and the integrity of soil and crops by prohibiting the use of genetically modified organisms (GMOs).

- Safeguards water quality by eliminating harmful runoff from artificial fertilizers and other toxic chemicals.
- Saves energy through reduced reliance on fossil fuels.

**Palm Oil Pledge** — Whole Foods Market is concerned with the social and environmental impacts of palm oil production in tropical rainforest ecosystems around the world. Whole Foods is committed to protecting rainforests, communities and our global climate.

Whole Foods Market pledges to support the development of more sources of sustainable, fairly traded palm oil, to ensure that palm oil in our private label brand products are not sourced from the conversion of rainforest ecosystems or from companies engaged in the conversion of natural forests and/or peat lands; respect the free, prior, and informed consent of interested communities and meet or exceed RSPO (Roundtable on Sustainable Palm Oil) principles and criteria.

Whole Foods Market pledges that it will only use sources of palm oil independently verified and certified to these criteria in our private label brand products by 2012. Whole Foods Market calls on our peers in the food industry to join with us in this pledge.

**Biodegradable food packaging** — We are in the process of replacing traditional plastic and paper prepared food containers and utensils with all-natural fiber packaging that is environmentally friendly. Made from renewable resources such as sugar cane pulp, corn starch and bamboo, they are completely compostable and, because they are unbleached, free from chlorine and dioxins.

**Biodiesel** — We are gradually converting our truck fleet to biodiesel fuels, reducing CO<sub>2</sub> emissions into the atmosphere. Our fleet is also being fitted with aerodynamic aprons to cut down on wind resistance resulting in less fuel consumption. These trucks also use a fuel-saving (and emissions-cutting) system that allows the engine to be turned off completely at loading and delivery, rather than remain idling.

**Water Conservation** — Some stores converted to flush-less urinals; each will save approximately 40,000 gallons of water per year (average use).

**5% Day Donations** — A significant number of our individual stores' 5% Days have an environmental mission: helping clean up air, rivers, oceans and landfills, to name a few.

**Cleaning Supplies** — Some stores are using Green Seal certified cleaning supplies and others are transitioning to the use of environmentally friendly cleaning and maintenance products.

**Printing Standards** — We carefully evaluate the need for everything we print, and when we do print, we insist on recycled paper, soy inks and solvent-free printing processes.

For most of these green programs and initiatives, we have goals and metrics in place. We've reported those goals to the Carbon Disclosure Project for three years running, as well as included our scope 1 and 2 greenhouse gas emissions inventories last year.