

Our quality sets us apart. We proudly maintain quality standards that we've championed for nearly 40 years.



Whole Foods Market has led the charge on dozens of milestones that have inspired broader industry change, elevated quality and transparency and altered the way people think about food.

We don't allow high-fructose corn syrup, artificial sweeteners or hydrogenated fats in any food we sell.

Our standards prohibit 100+ preservatives, flavors, colors and other ingredients commonly found in food.

Our customers experience consistent high-quality meat thanks to our strong producer and farmer relationships. We're proud to offer a range of options, including grass-fed, organic and specialty cuts prepared by our expert butchers.

We have animal welfare standard requirements across the meat department, including more than 100 animal welfare standards for beef, pork, chicken, turkey, and lamb. In addition, the animals are raised with no antibiotics or added hormones. This means that our animals take more time and resources to raise compared to conventional meat.

NO ANTIBIOTICS, EVER!

Did you know that most chicken has added water? We offer air-chilled organic chicken without added water. Air-chilled chickens deliver more flavor and meat per pound.

150+ Years. That's the combined experience of our team of field inspectors, who spend their days in the fields and on the farms ensuring that we source only the highest quality produce.

We pick the best. When selecting fruits and vegetables for our stores, our buyers look at criteria, such as size, flavor, color and taste.

PROUD TO BE AMERICA'S FIRST NATIONAL CERTIFIED ORGANIC GROCER

We are the first and only "Certified Organic" national grocer in the U.S.— a designation held since 2003.

We only sell sustainable wild-caught and Responsibly Farmed seafood. Plus, all of our seafood is traceable to farm or fishery, and we don't allow the synthetic preservatives often used elsewhere.

CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org

GREEN YELLOW

Whole Foods Market only sells wild-caught seafood from fisheries that are third-party certified or rated for sustainability.

WHOLE FOODS MARKET RESPONSIBLY FARMED 3RD PARTY VERIFIED

Whole Foods Market customers get more seafood per pound because we never soak our shrimp or scallops in water.

We've got the experts. We have the most Team Member expertise in the grocery industry, including the highest number of Certified Cheese Professionals, level one Sommeliers and Certified Beer Servers.

We do not sell specialty cheese made from the milk of animals given added growth hormones (rBST/rBGH).

We bake the best. We don't believe bleach is good for baked goods. That's why we only use unbleached, unbromated flours.

CAGE-FREE PLUS

We led the charge on cage-free. In 2005, long before other retailers and restaurants, we required eggs sold in our dairy case and used in our own kitchens to be cage-free. Now we are going beyond cage-free with animal welfare standards for laying hens.

We offer a wide selection of vegan body care and supplements.

Industry leaders. Organic labels on personal care are not regulated, but we require third-party certification, or we won't sell the product. And, we prohibit animal testing for all beauty and body care.

Better body care. We proudly ban more than 100 ingredients commonly found in body care products, including parabens and microbeads.