

Ethical Eating Team Visit to Whole Foods on Ann Arbor Saline Road:
Report by C. Muha 2/10

<http://www.wholefoodsmarket.com/stores/cranbrook/>

Whole Foods has 6 Core Values. Kevin discussed all, these are the ones that seemed relevant:

- Satisfying and delighting customers: the way this is done differentiates the store
- Selling the highest quality natural and organic products available
 - Stock many certified organic products and they are a certified organic store (audited). This is another step in the organic process, once products have been farmed organically, distributed organically, then handled by the store organically – e.g.: special chlorine cleaner – very low concentration
 - Have their own definition of “natural”
 - No artificial color, preservatives, sweeteners
 - No antibiotics or growth hormones
 - No hydrogenated fats
 - Mostly no high-fructose corn syrup (only 1 item has it)
- Supporting team member happiness and excellence
 - For most stores, 6-7% of their expenditures is on labor; at Whole Foods, 22-25% goes to labor
 - New team members go through 6 months of training
 - Employees are professionals
 - Store buyers have free reign over what they choose to buy – can find favorite local source.
- Caring about our communities and our environment
 - They recycle a lot. Whole Foods has a Global Green Mission Team; this store has an in-store team
 - Sasha Farms, which does rabbit rescue, picks up food scraps during the winter for their animals.
 - #5 plastics aren't accepted at Recycle Ann Arbor, but this store accepts
 - Have a Community Support Day, where 5% of day's sales goes to a non-profit
 - Try to buy local: Local = 250 mile radius; Local Midwest – broader range, about 900 miles
- Promoting the health of our stakeholders through healthy eating education
 - Partnering with Dr. Joel Fuhrman, nutritionist and author of “Eat to Live” to teach healthy eating. They will present a 25-day eating plan.
 - Sells books on healthy eating

Other things:

- Their beef is mostly grass-fed, non mammalian by-products. They know their farmers, and have specific lot numbers, so no hamburger is made of more than 3 different animals.
- Bakery: 70% of baked goods made in-store. All breads are made with organic flour.