



# QUALITY STANDARDS



WHOLE  
FOODS  
MARKET

2020

**GROCERY DEPARTMENT**  
ANIMAL WELFARE STANDARDS FOR LAYING HENS EXPAND TO ALL EGGS IN DAIRY DEPARTMENT  
**EXCLUSIVE BRANDS**  
ETHICALLY SOURCED PACKAGED COFFEE AND TEA  
**HOUSEHOLD CLEANING PRODUCTS**  
EFFICACY TESTING REQUIREMENT

2018

**GROCERY DEPARTMENT**  
SUSTAINABLE CANNED TUNA STANDARDS  
**EXCLUSIVE BRANDS**  
MAJOR PLANT-DERIVED INGREDIENTS IN 365 BY WHOLE FOODS MARKET FOOD PRODUCTS SOURCED TO AVOID BIOENGINEERING  
**GMOs**  
NON-GMO CLAIMS POLICY REPLACES GMO TRANSPARENCY TO FIT WITH NEW U.S. REGULATION

2013

**GMOs**  
COMMIT TO GMO LABEL TRANSPARENCY FOR ALL PRODUCTS WITH GMO INGREDIENTS BY 2018

2011

**STOREWIDE**  
NO HIGH FRUCTOSE CORN SYRUP

2009

**EXCLUSIVE BRANDS**  
NON-GMO PROJECT VERIFICATION FOR ELIGIBLE PRODUCTS

2007

**STOREWIDE**  
WHOLE TRADE GUARANTEE PROGRAM

2005

**SEAFOOD DEPARTMENT**  
NO SEAFOOD FROM SEAL HUNTING AREAS OF CANADA  
**BAKERY AND PREPARED FOODS DEPARTMENT**  
CAGE-FREE EGGS REQUIRED FOR WHOLE FOODS MARKET KITCHENS AND BAKE HOUSES  
**MEAT DEPARTMENT**  
ANIMAL COMPASSION FOUNDATION

2003

**ORGANIC**  
FIRST CERTIFIED ORGANIC NATIONAL RETAILER  
**STOREWIDE**  
NO HYDROGENATED FATS IN FOOD OR SUPPLEMENTS

2001

**ORGANIC**  
365 ORGANIC EVERYDAY VALUE BRAND, THE FIRST NATIONAL COMMODITY-PRICED, ALL-ORGANIC PRODUCT LINE

1997

**STOREWIDE**  
NO FOIE GRAS

1992

**STOREWIDE**  
NO ADDED MSG

1990

**STOREWIDE**  
NO ANIMAL TESTING FOR BODY CARE AND HOUSEHOLD CLEANING PRODUCTS

1988

**STOREWIDE**  
FORMAL INGREDIENT STANDARDS FOR FOOD, SUPPLEMENTS AND BODY CARE

1980

**STOREWIDE**  
FIRST STORE OPENS SELLING PRODUCTS WITH FOOD STANDARDS FOR COLORS, FLAVORS AND PRESERVATIVES

2021

**REGENERATIVE AGRICULTURE**  
LABEL CLAIMS REVIEW PROCESS  
**STOREWIDE**  
WHOLE TRADE PROGRAM REBRAND TO "SOURCED FOR GOOD"

2019

**PREPARED FOODS DEPARTMENT**  
SUSTAINABLE CANNED TUNA STANDARDS IN OUR KITCHENS  
**BODY CARE**  
NO OCTINOXATE (SUNSCREEN INGREDIENT)

2017

**GROCERY DEPARTMENT**  
LAYING HEN ANIMAL WELFARE STANDARDS FOR 365 EVERYDAY VALUE BRAND CARTON EGGS

2012

**SEAFOOD DEPARTMENT**  
NO RED-RATED WILD SEAFOOD  
**HOUSEHOLD CLEANING PRODUCTS**  
ENHANCED STANDARDS FOR INGREDIENTS AND LABELING

2010

**SEAFOOD DEPARTMENT**  
SUSTAINABILITY RATINGS FOR NON-MSC WILD-CAUGHT SEAFOOD  
**BODY CARE**  
3RD-PARTY CERTIFICATION FOR ORGANIC LABEL CLAIMS  
**ORGANIC**  
JOE DICKSON, QUALITY STANDARDS COORDINATOR, JOINS USDA NATIONAL ORGANIC STANDARDS BOARD

2008

**SEAFOOD DEPARTMENT**  
RESPONSIBLY FARMED STANDARDS  
**MEAT DEPARTMENT**  
GLOBAL ANIMAL PARTNERSHIP (GAP) REPLACES ANIMAL COMPASSION FOUNDATION AND LAUNCHES 5-STEP ANIMAL WELFARE RATING  
**STOREWIDE**  
NO SINGLE-USE PLASTIC BAGS AT CHECKOUT

2006

**SEAFOOD DEPARTMENT**  
NO LIVE LOBSTERS OR SOFT-SHELL CRABS  
**STOREWIDE**  
NO BPA OR PLASTICS WITH ADDED PHTHALATES IN BABY BOTTLES AND CHILDREN'S CUPS

2004

**GROCERY DEPARTMENT**  
ALL SHELL EGGS IN DAIRY CASE FROM CAGE-FREE HENS

2002

**MEAT DEPARTMENT**  
ENHANCED STANDARDS FOR FEED, ANIMAL WELFARE AND SLAUGHTER

1999

**SEAFOOD DEPARTMENT**  
1. FIRST U.S. RETAILER TO OFFER MARINE STEWARDSHIP COUNCIL (MSC) CERTIFIED SUSTAINABLE SEAFOOD  
2. NO SHARK, BLUEFIN TUNA AND CERTAIN OTHER THREATENED WILD SPECIES

1995

**ORGANIC**  
MARGARET WITTENBERG, VP OF QUALITY STANDARDS, JOINS USDA NATIONAL ORGANIC STANDARDS BOARD

1991

**STOREWIDE**  
NO TOBACCO

1989

**SEAFOOD DEPARTMENT**  
PROHIBIT CERTAIN PRESERVATIVES SUCH AS PHOSPHATES AND SULFITES

1981

**MEAT DEPARTMENT**  
NO ADDED HORMONES AND SUB-THERAPEUTIC ANTIBIOTICS

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FOODS  
MARKET