

# THE NO LIST IN ACTION

HOW WHOLE FOODS MARKET EVALUATES FOOD INGREDIENTS

1

## WHAT IS THE INGREDIENT?

How is it made or processed?

What is its purpose *in the product*?

Does it have a long history of use or is it new in this type product?

Do we permit it in other product categories?

How is it regulated by the FDA (Food & Drug Administration), the EU, Health Canada, United Nations?

What do experts say in scientific and medical studies, food science or cosmetic chemistry texts, culinary and herbal resources and more?



2

## IS IT NECESSARY FOR FUNCTION?

Consider this:

We don't allow bleached flour.

Flour needs to be aged, which happens naturally on its own with time. Bleached flour has been treated with chemical bleaching agents to speed up that aging process.

We've long felt that treating flour with bleaching agents is unnecessary and that our suppliers can produce high-quality flour and baked goods without it.



3

## ARE THERE HIGHER QUALITY ALTERNATIVES?

For example, there is an emulsifier, polyglycerol polyricinoleate (PGPR), that is used in chocolate candy.

After researching, we determined the ingredient would be unacceptable. It is highly processed and unnecessary because higher quality alternatives exist like sunflower or soy lecithin.



4

## DOES IT ALIGN WITH OUR CORE VALUES?

Does it fit with our Whole Foods Market Core Value "selling the highest quality natural and organic foods"?

Would our decision be too difficult for most suppliers to achieve?

Would our customers expect to find this on our shelves?

