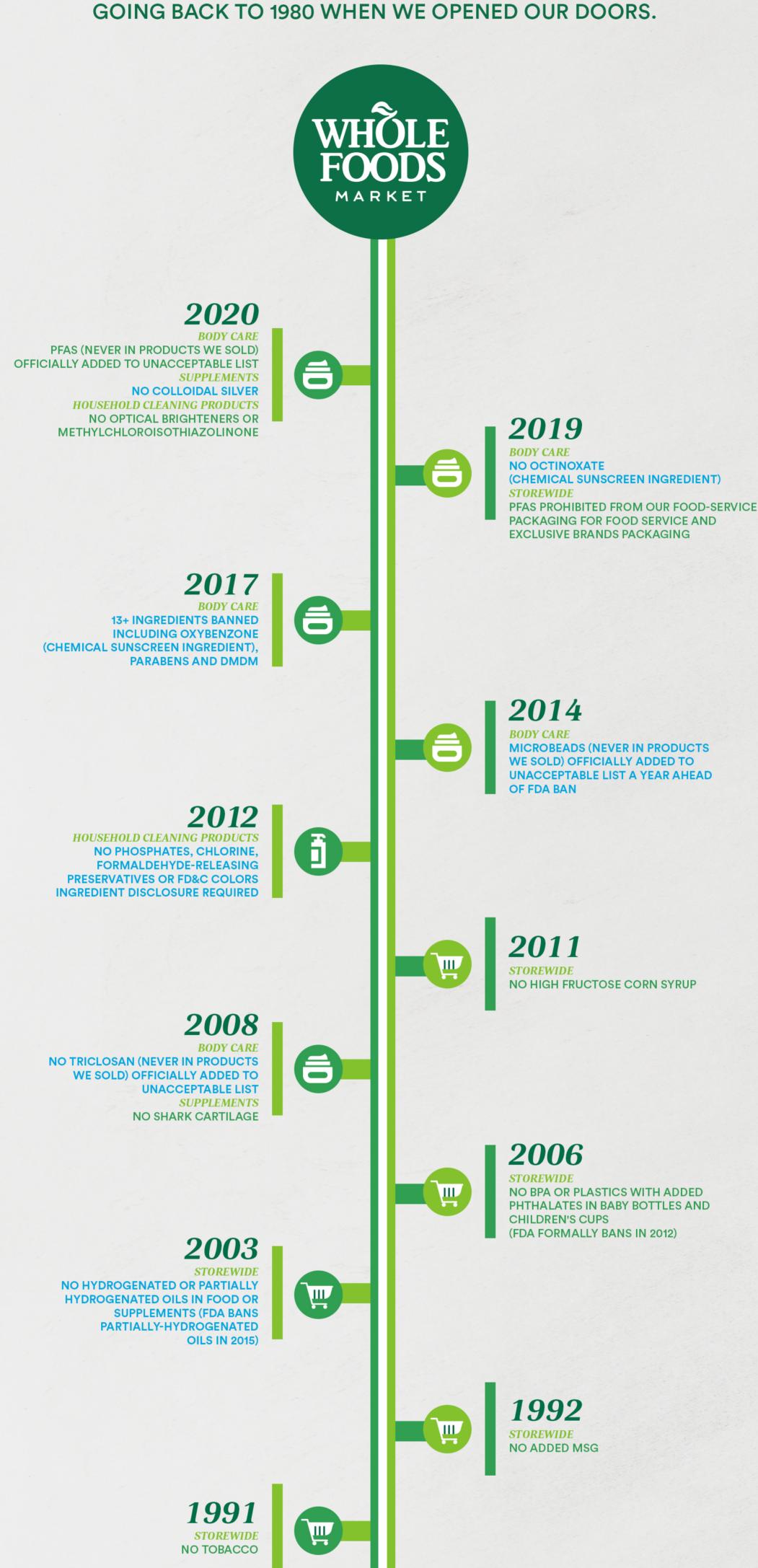


QUALITY STANDARDS FOR INGREDIENTS



WHOLE FOODS MARKET HAS ALWAYS BEEN AT THE FOREFRONT OF INGREDIENT STANDARDS, AND THOSE STANDARDS ARE NOT STAGNANT. WE CONTINUALLY EVALUATE NEW INGREDIENTS AND REVIEW EXISTING INGREDIENTS. IF A PRODUCT DOESN'T MEET OUR STANDARDS, WE WON'T SELL IT. HERE ARE A FEW INGREDIENT-STANDARD MILESTONES,











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STOREWIDE NO ARTIFICIAL SWEETENERS, SUCH AS SACCHARIN AND ASPARTAME **STOREWIDE** NO FD&C COLORS IN FOOD **AND SUPPLEMENTS**

1987

