



# 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, GOING BACK TO 1980 WHEN WE OPENED OUR DOORS.



**2020**  
*BODY CARE*  
PFAS (NEVER IN PRODUCTS WE SOLD) OFFICIALLY ADDED TO UNACCEPTABLE LIST  
*SUPPLEMENTS*  
NO COLLOIDAL SILVER  
*HOUSEHOLD CLEANING PRODUCTS*  
NO OPTICAL BRIGHTENERS OR METHYLCHLOROISOTHIAZOLINONE



**2019**  
*BODY CARE*  
NO OCTINOXATE (CHEMICAL SUNSCREEN INGREDIENT)  
*STOREWIDE*  
PFAS PROHIBITED FROM OUR FOOD-SERVICE PACKAGING FOR FOOD SERVICE AND EXCLUSIVE BRANDS PACKAGING



**2017**  
*BODY CARE*  
13+ INGREDIENTS BANNED INCLUDING OXYBENZONE (CHEMICAL SUNSCREEN INGREDIENT), PARABENS AND DMDM



**2014**  
*BODY CARE*  
MICROBEADS (NEVER IN PRODUCTS WE SOLD) OFFICIALLY ADDED TO UNACCEPTABLE LIST A YEAR AHEAD OF FDA BAN



**2012**  
*HOUSEHOLD CLEANING PRODUCTS*  
NO PHOSPHATES, CHLORINE, FORMALDEHYDE-RELEASING PRESERVATIVES OR FD&C COLORS  
INGREDIENT DISCLOSURE REQUIRED



**2011**  
*STOREWIDE*  
NO HIGH FRUCTOSE CORN SYRUP



**2008**  
*BODY CARE*  
NO TRICLOSAN (NEVER IN PRODUCTS WE SOLD) OFFICIALLY ADDED TO UNACCEPTABLE LIST  
*SUPPLEMENTS*  
NO SHARK CARTILAGE



**2006**  
*STOREWIDE*  
NO BPA OR PLASTICS WITH ADDED PHTHALATES IN BABY BOTTLES AND CHILDREN'S CUPS (FDA FORMALLY BANS IN 2012)



**2003**  
*STOREWIDE*  
NO HYDROGENATED OR PARTIALLY HYDROGENATED OILS IN FOOD OR SUPPLEMENTS (FDA BANS PARTIALLY-HYDROGENATED OILS IN 2015)



**1992**  
*STOREWIDE*  
NO ADDED MSG



**1991**  
*STOREWIDE*  
NO TOBACCO



**1989**  
*SEAFOOD DEPARTMENT*  
PROHIBIT CERTAIN PRESERVATIVES SUCH AS PHOSPHATES AND SULFITES



**1988**  
*STOREWIDE*  
FORMAL QUALITY STANDARDS FOR FOOD, SUPPLEMENTS AND BODY CARE INGREDIENTS



**1987**  
*STOREWIDE*  
NO ARTIFICIAL SWEETENERS, SUCH AS SACCHARIN AND ASPARTAME  
*STOREWIDE*  
NO FD&C COLORS IN FOOD AND SUPPLEMENTS



**1980**  
*STOREWIDE*  
FIRST STORE OPENS SELLING PRODUCTS WITH FOOD STANDARDS FOR COLORS, FLAVORS AND PRESERVATIVES

