

Whole Foods Market Signs Agreement with the Coalition of Immokalee Workers (CIW) to Support “Penny-per-Pound” Tomato Program in Florida

Company Also Exploring Program to Help Guarantee Ethical Sourcing and Production in the U.S.

AUSTIN, TX (September 9, 2008) – Whole Foods Market, the world’s leading natural and organic foods supermarket and the Coalition of Immokalee Workers (CIW), the Florida-based farm worker organization spearheading the growing Campaign for Fair Food, announced today that the two will work in partnership to help improve wages and working conditions for Florida tomato pickers.

According to an agreement signed this week, Whole Foods Market will support the CIW’s “penny-per-pound” approach for tomatoes purchased from Florida, with the goal of passing these additional funds on to the harvesters.

“With this agreement, the Campaign for Fair Food has again broken new ground,” said Gerardo Reyes of the CIW. “This is not only our first agreement in the supermarket industry but, in working with Whole Foods Market, we have the opportunity to really raise the bar to establish and ensure modern day labor standards and conditions in Florida.”

“We commend the CIW for their advocacy on behalf of these workers,” said Karen Christensen, Global Produce Coordinator for Whole Foods Market. “After carefully evaluating the situation in Florida, we felt that an agreement of this nature was in line with our core values and was in the best interest of the workers.”

Additionally, Whole Foods Market is exploring the creation of a domestic purchasing program to help guarantee transparent, ethical and responsible sourcing and production, using the company’s existing Whole Trade Guarantee program as a model. Whole Trade Guarantee, a third-party verified program, ensures that producers and laborers in developing countries get an equitable price for their goods in a safe and healthy working environment. The goal is to purchase Florida tomatoes from growers that will implement a similar program. “We are especially excited about working with the CIW to develop this domestic ‘Whole Trade-type’ program,” said Christensen.

About the Coalition of Immokalee Workers

The CIW (www.ciw-online.org) is a community-based farmworker organization headquartered in Immokalee, Florida, with over 4,000 members. The CIW seeks modern working conditions for farmworkers and promotes their fair treatment in accordance with national and international labor standards. Among its accomplishments, the CIW has aided in the prosecution by the Department of Justice of six slavery operations and the liberation of well over 1,000 workers. The CIW uses creative methods to educate consumers about human rights abuses in the U.S. agriculture industry, the need for corporate social responsibility, and how consumers can help workers realize their social change goals. The CIW’s Campaign for Fair Food has won unprecedented support for fundamental farm labor reforms from retail food industry leaders, with the goal

of enlisting the market power of those companies to demand more humane labor standards from their Florida tomato suppliers.

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com) is the world's leading natural and organic foods supermarket and America's first national certified organic grocer. In fiscal year 2007, the company had sales of \$6.6 billion and currently has more than 270 stores in the United States, Canada, and the United Kingdom. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Whole Foods Market, Fresh & Wild™, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc. Whole Foods Market employs more than 53,000 Team Members and has been ranked for 11 consecutive years as one of the "100 Best Companies to Work For" in America by FORTUNE magazine.