

**Proud to be America's first national certified organic grocer... / Whole Foods Market.**

**Contributors**

Whole Foods Market.

**Publication/Creation**

[Place of publication not identified] : Whole Foods Market, [2004?]

**Persistent URL**

<https://wellcomecollection.org/works/z7p5x9bf>

**License and attribution**

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

**PROUD TO BE  
AMERICA'S  
FIRST NATIONAL**

**CERTIFIED  
ORGANIC  
GRO CER**

**THIS PRESTIGIOUS  
RECOGNITION  
ASSURES YOU THAT  
WHOLE FOODS MARKET®  
FULFILLS STRICT  
HANDLING STANDARDS  
SO THAT THE ORGANIC  
PRODUCTS YOU  
PURCHASE FROM US  
STAY ORGANIC FROM  
THE FARM TO YOUR  
SHOPPING CART.**

The voluntary certification from Quality Assurance International (QAI), a federally recognized independent third-party certification organization, is one more example of Whole Foods Market's commitment to the organic consumer and to the preservation of the integrity of organic products.



QAI's Organic Certification Program for retailers verifies that we handle organic goods according to stringent USDA guidelines. The QAI audit process confirms that Whole Foods Market:

- examines current organic certification status of our organic products
- maintains an extensive record-keeping process that demonstrates the audit trail of our organic products is intact
- ensures our organic products are appropriately protected from commingling with conventional products and contamination with prohibited materials
- trains store team members in the handling practices of organic product
- opens our stores to on-site inspections by QAI officials

All Whole Foods Market retail stores are "certified organic." And in addition to our more than 140 stores, Whole Foods Market has facilities and product lines that have also been "certified organic" through their own organic handling plans, including:

- All seven of our regional distribution centers
- Our 365 Organic Everyday Value™ private label product line
- Our Allegro Coffee™ line
- Our Whole Kids™ private label product line
- Several of our bakehouses
- Our Authentic Food Artisan™ (AFA) artisan vendors



"QAI's Organic Certification Program for Retailers verifies businesses handle organic goods according to stringent national guidelines from receipt through repacking and finally to sale to consumers. In order to receive certification, retailers must adhere to strict standards set forth by the USDA's

National Organic Program, submit documentation, and open facilities to on-site inspections—all designed to assure Americans that the chain of organic integrity is preserved."