

# **Wild Awards**

**Title: " Whole Foods:  
Zen and the Art of Planet Repair"**

**Date: 3-4-02**

**"Historical" pics (might be able to pull a couple from website, but would like to see if company can send anything via internet)**

**Store footage (see if any available, if not try to shoot locally)**

**Logo**

**"Business" looking montage**

**More store footage or arty company behind the scenes footage**

**In a humble but enlightened transformation, three Austin, Texas businessmen turned one simple organic grocery store into a national force of 128 supermarkets, recently recognized by Fortune Magazine for the fifth straight year as one of the top 100 companies to work for. At Whole Foods Market, employees are known as and treated like "Team Members", in almost Zen-like fashion, all employees are encouraged to flourish and succeed to their highest potential in an individual yet holistic approach. They have access to information that impacts their jobs including open company books and individual compensation reports.**

**Management appreciates effort, rewards results, and fearlessly acknowledges failures. Everyone is given the right to be heard regardless of their point of view. For their team Whole Market Foods recruits well-rounded human beings passionate about food and then empowers them to make decisions. They play a critical role in helping build the store into a profitable and beneficial part of its community. Despite recent tough economic times Whole Foods team member base grew 28 percent to over 23,000 players.**

**Logo over montage/footage: Nature, city scenes**

**Shots from Whole Foods store...  
Products, produce, customers.**

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**Shots of fish products in store with "Fish Forever" logo/label**

**Whole Foods Markets leaders believe companies, like individuals, must be responsible tenants of the Earth and act within the opportunities presented through how we work and live. The company's philosophy is expressed in the logo: Whole Foods-Whole People-Whole Planet.**

**Being a grocery store, WFM works to secure healthy, abundant and sustainable food sources. The mission and vision is to offer the highest quality, least processed, most flavorful and naturally preserved foods available.**

**Whole Foods Market aims to be *the* standard of excellence for *all* food retailers. High standards and goals permeate all aspects of the company. Success is first measured by customer satisfaction. It begins with a never ending search for quality starts with their buyers throughout the company. Unmatched selectivity and thought go into what they sell. Whole Foods Market envisions a virtuous circle entwining the food chain, human beings and Mother Earth: each reliant upon the other. A beautiful and delicate symbiosis.**

**On March 8, 2000, Whole Foods Market introduced the first ecologically certified seafood to carry the "Fish Forever" label in their markets. Certified fisheries bear the "Fish Forever" eco-label, guaranteeing consumers that product comes from a well-managed fishery and was caught in an environmentally sound, economical and socially responsible way.**

**“Dollar”/fish layered graphic**

**MSC logo over salmon footage**

**Organic farming shots  
(still shots from internet and stock photo sources?)**

**Montage of stack photos of dining and food and gatherings**

**The Marine Stewardship Council's program is based on respect and partnership with the fishing industry. Input from fishing operations, fish processors, fish buyers, retailers, government officials, environmentalists, and scientists is what attracted Whole Foods Market to the Marine Stewardship Council's mission in the first place. Critical to its success is the key role that the fisheries have in the process. Comprehensive boycotts can alienate the fishing industry and can actually destroy fishing operations trying to abide by sound management practices.**

**WFM hopes consumers send a clear message and incentive to the fishing industry, that fisheries who practice sound management practices will be rewarded in the marketplace. Questions of the feasibility of such a strategy mimic those of the organic farming trend 20 years ago, now a successful, thriving, profitable industry. Consumers concerned about the earth have proved witting to pay price premiums to certified, responsible farms.**

**WFM has advocated and supported organic agriculture for 20 years feeling it the best method to promote sustainable agriculture and protect the environment and farm workers**

**Like sharing a favorite meal with friends, the people of Whole Foods are passionate about great food and sharing it with others. They seek that which is fresh, wholesome and safe to eat, providing food and nutrition promoting health and well-being. Healthy foods and healthy products begin at the source. The company carefully scrutinizes each and every product they sell, seeking foods that beside being organically grown, are free from artificial preservatives, colors, flavors and sweeteners and those organically grown.**

**Really need to ask company for support shots from events and media materials they have**

**Whole Foods is proactive regarding many issues concerning the state of food production and combined impact on the environment and our overall health. They advocate and support naturally raised meat and poultry and inform consumers about added hormones and antibiotics. They also advocate fewer and safer pesticides in non-organic foods and work to educate customers about foods produced without harmful or questionable food additives.**

**Montage of created headline like graphics; Irradiated food**

**Concerns about food safety measures and techniques include irradiation, food borne illnesses, food handling, and material safety. WFM has been instrumental in the definition, construction, and enforcement of sustainable legislation and regulation. They work for straightforward answers and regulatory transparency to assist those seeking accountability from elected and non-elected officials.**

**Legislation looking graphics**

**Ranching/poultry footage/photos**

**They also work with ranchers to develop and support humane methods of meat and poultry production. WFM educates customers about the cruelty of animal testing of body-care products, WFM encourages the use of less toxic cleaning products and educates customers about the positive impact that can be made in air and water quality by using these alternative products.**

**Consumer cleansers/shampoos**

**Store footage**

**An effort is made to create store environments that are inviting and fun, and reflect the communities they serve, becoming meeting places. Every store has TAKE ACTION CENTERS" where, customers have access to a wide variety of information on local, regional, national, and international issues of concern. Wholefoodsmarket.com provides customers with additional complimentary and relevant information. The site reflects the companies unique mix of commerce and community.**

**They donate 5% of our after-tax profits to not-for-profit organizations and have a program that financially supports Team Members for doing voluntary community service. They support food banks and sponsor neighborhood events.**

**Clouds/Stars/Species**

**'Zen-like' food, nature and art**

**WHOLE FOODS LOGO**

**Zen teaches one to transcend that which burdens through fundamental stages of enlightenment. What can be more fundamental than fully appreciating and understanding the methods by which we as a species and individuals feed ourselves and the way we interact with the plants and animals and planet that sustain us. These values are timeless and constant and are logical steps to coexistence and harmony. We all should appreciate harmony: be it through something as simple as a fine meal or a sense that we as humans see a vision of the future driven by an introspect and intellect that begins from within but becomes collective and encompassing.**