



# COMMUNITY FIRST PRINCIPLES

BRINGING TO LIFE THE WHOLE FOODS MARKET CORE VALUE:  
WE SERVE AND SUPPORT OUR COMMUNITIES LOCALLY AND GLOBALLY

Focus our work on  
**MEETING THE NEEDS AND  
REFLECTING THE DESIRES**  
of the community.

**BE PATIENT**

with everyone,  
including ourselves.

**BE HONEST  
AND OPEN**

in our thoughts  
and words.

**SEEK TO  
UNDERSTAND**

before being understood.

**ALWAYS DELIVER  
WHAT WE PROMISE;**

do not promise what  
we cannot deliver.

**BE  
CONSISTENT**

in our message  
and commitment.

**STAY TRUE TO THE CORE VALUES  
OF WHOLE FOODS MARKET**

and use them  
as a guide as we work to build a better world in which  
fresh and healthy foods are accessible to all.

COMMUNITY