

# Regenerative Agriculture at Whole Foods Market: FAQ for Suppliers

## What does Whole Foods Market mean when they say “regenerative agriculture”?

At Whole Foods Market, regenerative agriculture means holistic farming and grazing management practices that improve soil, enhance biodiversity and increase carbon capture.

## Does Whole Foods Market have a policy for claiming or mentioning regenerative agriculture on the labels of products they sell?

Yes, we instituted our policy to uphold our commitment to support and elevate regenerative agriculture and the farmers and ranchers who focus on soil health, while helping to maintain the integrity of the term “regenerative” (and other derivatives of the root word “regenerate”) in the industry and for consumers.

## What constitutes a regenerative agriculture label claim at Whole Foods Market?

Regenerative agriculture label claims may be on any panel, exterior or interior, of product packaging and include:

- a) Those that appear to indicate that the *overall product* is regenerative, either in text or in the form of a logo or seal.
- b) Those that clearly indicate that only *certain specific ingredients* in the product are regenerative.
- c) Those that make *broad statements about supporting regenerative agriculture* without specifically claiming that the product or any of its ingredients are regenerative.
- d) Those that state that the product or brand financially supports or donates to a nonprofit organization that in turn supports regenerative agriculture or the regenerative movement.

Regenerative agriculture claims include use of the terms ***regenerative, regenerating, regenerate***, and other derivatives of the root word “regenerate” in connection with agriculture.

## How does Whole Foods Market assess regenerative agriculture label claims on products they sell?

Whole Foods Market uses an internal label review process with specific criteria for certain types of label claims. If more information is needed, the supplier completes our Regenerative Assessment form, which includes questions related to the Soil Health Principles. At a minimum, to support a regenerative label claim, answers in the assessment must indicate that at least four of the Soil Health Principles are being adequately addressed, as well as show established metrics and monitoring to evaluate soil health.

**What are the guidelines for making regenerative agriculture label claims on products at Whole Foods Market?**

The basic criteria for making a regenerative claim on packaging of products at Whole Foods Market can be found in our Regenerative Agriculture Claims Policy. Our Detailed Guidance for Suppliers document outlines specific criteria for regenerative label claims.

**Does Whole Foods Market have labeling requirements for calling out a regeneratively grown ingredient on product packaging?**

Yes, the basic criteria for making a regenerative ingredient claim on packaging of products at Whole Foods Market can be found in our Regenerative Agriculture Claims Policy. Our Detailed Guidance for Suppliers document outlines specific criteria for regenerative label claims.

**Does Whole Foods Market have criteria for calling out donations to regenerative agriculture organizations on my product label?**

Yes, our Detailed Guidance for Suppliers document outlines specific criteria for those regenerative label claims.

**Who do I talk to at Whole Foods Market about regenerative agriculture and my product?**

Please reach out to your primary contact at Whole Foods Market. If you do not have a contact, [here](#) is information for potential suppliers to Whole Foods Market.

**Where do I get more information about regenerative agriculture at Whole Foods Market?**

Browse regenerative agriculture documents on our [Supplier Portal](#), visit the [regenerative agriculture page](#) on our website or reach out to your primary contact at Whole Foods Market.