**Whole Foods Market Packaging Guidelines Supplier FAQ**

Our Whole Foods Market Packaging Guidelines (link to Guidelines PDF) were developed to assist suppliers in choosing more sustainable materials for Exclusive Brand, food service and branded primary product packaging.

Whole Foods Market seeks product packaging materials that help prevent or reduce Greenhouse Gas (GHG) emissions in the overall lifecycle of the package. Packaging choices can help to reduce food waste and divert packaging waste from landfills.

1. **How do you recommend I implement the Guidelines?**

These Guidelines were built based in response to requests from suppliers for direction on more sustainable packaging. How you use them is up to you. We think that new products or packaging updates are a good place to start.

1. **What is the deadline for product/supplier compliance?**

Except for the Restricted Substances List (RSL) requirement (only for Exclusive Brand and food service product packaging, the Packaging Guidelines are not a *policy* or *standard* with a compliance deadline*.* They are a tool to help suppliers make more sustainable packaging choices. For instance, if you are considering package A, B or C for your product, you would use the four principles and the Preferred/Limited/Avoid charts in the Guidelines to help identify which option is best from a sustainability perspective.

1. **Are these Guidelines final?**

Whole Foods Market aims to release updated Packaging Guidelines as needed to keep current with the latest science, regulations and changes to infrastructure (though we don’t anticipate any major overhauls — likely just changes in hierarchical ranking of materials).

1. **Will these guidelines ever be formalized into a policy?**

Possibly.

1. **Are these Guidelines for shipping packaging too?**

Our Guidelines are focused primarily on product packaging, not transportation or shipping packaging, which we understand to have different challenges.

1. **What if the Guidelines conflict with local ordinances, for example, bio-plastic bans?**

Suppliers are expected to adhere to any local/state laws first and foremost, then within those confines, consider which of our preferred materials are technically and commercially feasible.

1. **What if I can’t achieve the PCR content guidelines because of PCR market shortages?**

Based on our research, the PCR percentages listed in the preferred column will be challenging but possible and are in-line with the current strictest U.S. state-legislation.

**More questions?** Please email your primary Whole Foods Market contact.