



**FOR IMMEDIATE RELEASE**

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**Whole Foods Market® Donates Proceeds to Support FOG's Florida  
Farmers' Market Association**

September 12, 2018 (Gainesville, Florida)--On July 26, 2018, 23 Whole Foods Market stores in Florida donated 5% of the day's net sales to Florida Organic Growers (FOG) to expand the organization's capacity to develop farmers' markets across the state, especially in food desert areas which critically need access to healthy food and fresh fruits and vegetables.

Funding in the amount of \$96,309.51 will support FOG's Florida Farmers Market Association (FLFMA), which was recently established to connect and develop farmers' markets in every community in Florida. A key FLFMA project is the Food Insecurity Initiative, which actively works to support markets in accepting Supplemental Nutrition Assistance Program (SNAP) benefits by providing technical assistance, nutrition education materials, and strategic guidance.

Whole Foods Market has long supported FOG, which will continue to collaborate with the public and private sectors to increase food security in Florida. The partnership is part of Whole Foods Market's Community Giving Days, in which on four designated days throughout the year, a total of five percent of the day's net sales are donated to local non-profit organizations. In 2018-2019, Whole Foods Market will serve as the FLFMA's Presenting Sponsor.

“We are deeply grateful to Whole Foods Market for this generous donation and are honored to continue directly supporting Florida’s farmers’ markets and the communities they serve,” said Ray Chang, who serves as FOG’s Board of Directors President. A fundamental part of our mission is to connect the grower to the consumer and with this funding, our capacity to deepen access to healthy foods throughout the state is greatly expanded.”

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*Pictured left to right: Logan Petrey (FOG Board Member), Xanna Prentice (Florida Farmers Market Association Manager), Mario Torres (Store Team Leader, Whole Foods Market), and David Vaina (Education & Outreach Program Director)*

### **About Whole Foods Market**

For 39 years, Whole Foods Market has been the world's leading natural and organic foods retailer. As the first national certified organic grocer, Whole Foods Market has over 470 stores in the United States, Canada and United Kingdom. To learn more about Whole Foods Market, please visit [media.wfm.com](http://media.wfm.com).

### **About Florida Organic Growers**

Florida Organic Growers (FOG) is a non-profit organization founded in 1987. FOG promotes organic agriculture, healthy and just food systems by informing producers, consumers, media, institutions and governments about the benefits of organic and sustainable agriculture. For more information, please visit [www.foginfo.org](http://www.foginfo.org).