

**Media Contact:**  
**Brustman Carrino Public Relations**  
[wfm@brustmancarrinopr.com](mailto:wfm@brustmancarrinopr.com)  
**(305) 573-0658**



**WHOLE FOODS MARKET® PARTNERS WITH FLORIDA ORGANIC GROWERS  
FOR REGION-WIDE DONATE YOUR DIME CAMPAIGN**

*Florida Organic Growers, First Regional Participant in Quarterly Initiative*

**FLORIDA** (January 20, 2016) – **Whole Foods Market**, America’s healthiest grocery store, is partnering with **Florida Organic Growers (FOG)** for its first region-wide **Donate Your Dime** Campaign. The quarterly initiative launched its second term on **Monday, January 18, 2016**. Traditionally, each store partners with a different local organization for the program. In an effort to collectively raise awareness and funds for FOG, all 25 Florida stores have joined forces to maximize efforts. This also marks the first time in Whole Foods Market history that a region partners for the Donate Your Dime program.

The program consists of Whole Foods Market giving back ten cents per bag to customers who re-use their own shopping bags for their purchased groceries. Customers then have the choice to accept it as a discount on their bill or donate the cash back to the store’s chosen non-profit organization or to the Whole Planet Foundation.

Each fiscal quarter, Whole Foods Market selects a local non-profit partner who receives a donation of monies collected during that three month period. The Donate Your Dime Program has been an ongoing initiative for Whole Foods Market Florida region since 1997.

“When customers choose to reuse their bags, they are making a very positive impact for the environment,” said **Karen Doyle, Whole Foods Market’s Regional Healthy Eating and Green Mission Specialist**. “Most plastic bags end up in the landfill because they are not accepted in most residential recycling centers. Plastic bags are one of the most common items polluting our environment eventually ending up in our waterways and oceans.”

Florida Organic Growers is a Florida non-profit organization that promotes organic agriculture and healthy and just food systems by informing producers, consumers, media, institutions and governments about the benefits of organic and sustainable agriculture.

“We are extremely grateful to Whole Foods Market for the Donate Your Dime partnership,” said **Florida Organic Growers Executive Director Marty Mesh**. “This campaign will allow us to share our passion for organic, healthy and just food and farm systems with the Whole Foods Market community. Funds raised from this campaign will benefit our statewide, national and international education initiatives, various projects and improving public policy. As pioneers in the transformation of Florida’s organic food and farming movement, we are excited for this opportunity.”

Non-profits interested in partnering with Whole Foods Market for the Donate Your Dime initiative can submit applications online at <http://www.wholefoodsmarket.com/service/florida-community-giving>.

For more information on Florida Organic Growers, please visit [www.foginfo.org](http://www.foginfo.org).

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**About Whole Foods Market®**

Founded in 1980 in Austin, Texas, Whole Foods Market ([wholefoodsmarket.com](http://www.wholefoodsmarket.com), NASDAQ: WFM), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by *Health* magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 88,000 team members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 18 consecutive years. In fiscal year 2014, the company had sales of more than \$14 billion and currently has more than 417 stores in the United States, Canada and the United Kingdom. For more company news and information, 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 and 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).