

Jason Buechel, CEO
Whole Foods Market
550 Bowie St.
Austin, TX 78703

Dear Jason,

On April 11, Farm Forward published a [major investigation](#) that found widespread animal abuse and neglect of cows managed by Alexandre Family Farm (Alexandre). The investigation was covered in [The Atlantic](#), and [response](#) to the investigation has been overwhelming.

Alexandre markets its products as “humane,” “regenerative,” and “climate friendly.” Those claims are false and function to deceive Whole Foods consumers via greenwashing and humanewashing.

Farm Forward is calling on Whole Foods to immediately stop selling Alexandre products.

Our investigation has revealed that Alexandre systematically neglected and abused animals, and that their actions led to the extreme suffering of hundreds of cows. Contrary to Alexandre's claims that they are regenerating the environment and improving the climate, we found evidence that they may be violating water protection laws by improperly composting dead animals and dumping manure in waterways.

The Federal Trade Commission require that marketers “ensure that all reasonable interpretations of their claims are truthful, not misleading, and supported by a reasonable basis” through scientific evidence obtained and evaluated objectively by qualified persons (§ 260.2), and that environmental marketing claims “not overstate, directly or by implication, an environmental attribute or benefit” (§ 260.3[c]). Given Alexandre’s deceptive marketing, Whole Foods’ advertising of Alexandre’s products may violate FTC standards.

We see that Whole Foods has taken down the “[Restarting Dairy](#)” webpage that featured the Alexandres and their “win-win partnership” with Whole Foods. This step is appreciated, but if you don’t want to promote Alexandre products, why are you still selling their products?

Alexandre’s animal welfare and environmental claims are egregiously out of step with Whole Foods’ standards and marketing. We encourage you to immediately pull Alexandre products from your shelves.

I would be glad to discuss this topic further and would be grateful for a timely response.

Best,



Andrew deCoriolis
Executive Director

cc:

Bart Beilman, Senior VP of Supply Chain and Retail Operations

Karen Christensen, SVP of Merchandising Enablement

Jori Fine, Director, Public Policy and Communications

Spencer Taylor, Principal Sustainability Advisor