

Dear John Mackey and Walter Robb, Co-CEOs of Whole Foods Market,

I'm Jordan Figueiredo, founder of UglyFruitandVeg.org and a Solid Waste Specialist. Together with [Stefanie Sacks, MS, CNS, CDN](#) nationally recognized Culinary Nutritionist and, author of [What The Fork Are You Eating?](#) I am asking you to help combat food waste by selling and actively promoting “ugly” produce – fruit and vegetables that aren't picture perfect. To date, over 100,000 Americans have signed our petition (at www.Change.org/WhatTheFork) in support of this request for your U.S. stores. Stefanie and I both shop at Whole Foods, both support your mission and believe that you can and should be the leader on this issue. With that, we would like the opportunity to discuss this matter with you further.

In 2013, a staggering 17.5 million households faced hunger in the United States. Part of the problem is limited access to affordable food including produce. Whole Foods Market has a huge opportunity to be a part of solving food insecurity and food waste in the United States and beyond.

Nearly 26% of all fruits and vegetables get thrown out before they even reach the grocery store due mostly to cosmetic standards imposed by large grocers. As a result of these company-imposed standards, *billions of pounds* of good, healthy produce goes uneaten because it's not pretty or a certain size. Buying a greater percentage of farmers' crops, rather than only accepting stereotypically “perfect” produce, would significantly reduce this waste. These “uglies” are equally as nutritious as any produce major grocers already sell in store and can be sold at a discount to shopper's making nutritious food accessible to all.

French supermarket giant [Intermarche](#) has successfully championed this issue with its “Inglorious Fruits and Vegetables Campaign.” and U.S. media coverage of food waste and ugly produce is trending. See great pieces on our petition from [Think Progress](#), [Huffington Post](#) or [Food and Wine](#). Also, John Oliver recently [profiled food waste](#), including ugly produce on his show to astounding media attention afterwards. We are confident that press coverage of our petition will only continue as we are now working with national television media and hundreds of food writers are following us and this campaign on social media. This coverage will increase attention to the issue and our petition as more and more learn about the unnecessary food waste that Whole Foods causes farmers to commit every single day.

In sum, we are asking you to take the lead amongst U.S. grocers and put a stop to this massive produce waste ultimately working towards a remedy for food insecurity. The solution might look ugly, but the result will be something beautiful for everyone.

We would appreciate the opportunity to discuss this important issue with you further. Please do take a look at our petition at www.Change.org/WhatTheFork and especially the signee “reasons for signing” at the bottom of the page. Your shoppers are ready for you to take the lead on this.

Sincerely,

Jordan Figueiredo and Stefanie Sacks