

april is earth month

30 ways in 30 days

30+ money-saving, earth-saving tips

the whole deal
AT WHOLE FOODS MARKET®

Earth Day is so much fun that a few years ago we started making a month of it. Kind of like when your birthday turns into a week or two of celebratory events. In fact, this year marks both the 40th anniversary of Earth Day and Whole Foods Market's 30th birthday. Do you need any better excuse to make some simple changes that not only celebrate the Earth, but also help your budget?

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find the festivities, join the fun!

Look up your neighborhood store and check for local Earth Month calendar events at wholefoodsmarket.com/stores. You never know—they might be handing out free samples.

Choose organic.

This remains our #1 recommendation for protecting the health of the planet and all its inhabitants. No matter how large or small the farm, organic farming supports natural ecosystems by limiting the input of toxic and persistent chemicals into the air, soil and water. And, in case you didn't know, organic products go on sale and have coupons, too.



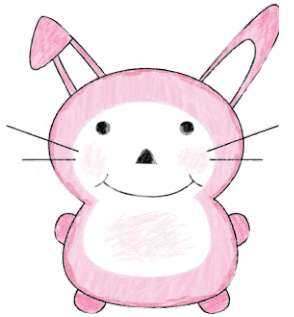
Shop 365 for 365.

It sounds like shameless promotion, but it's true, our 365 Everyday Value® line is a great way to get the value of natural and organic at value pricing.



Green your easter.

- Think reduce, reuse, recycle in that order as you put together baskets, outfits and party decorations.
- Making egg dyes from fruits and vegetables is a fun activity for kids that also helps show them the beauty in nature.
- Make your celebration meal choices—and dollars—count. Where did that lamb, ham, turkey or chicken come from?



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Don't "pass over" any opportunity.

Are you planning a beef brisket for tonight's meal? Consider this: Grass-fed beef costs the same or just a little more to your pocketbook and costs the environment much less. Its full flavor may also allow for smaller portions.



Learn to cook. Learn to save.

If you've already been cooking more at home vs. going out to eat, you already know how this can save you money. If not, what are you waiting for, Earth Month or something?

Be a bag lady—or man.

Our fun reusable bag designs might help you "remember your bags" so we can give you money back at the register when you use them. Also keep bags in your car or where you'll trip over them on the way out the door. Designs vary by store location...collect them all!



Make every penny count.



Purchasing products that make a difference doesn't always mean spending more money. Case in point, our Whole Trade™ 365 Everyday Value® organic orange juice and chocolate bars. Whole Trade is committed to ethical trade and the environment, so think about what your pennies do when you buy everything from coffee to flowers.

Be disposable conscious.

While disposable anything is never as earth-friendly or budget-friendly as reusable, if you go there, go green. In this case, that cliché means choosing recycled and/or recyclable disposables, from napkins, plates, cups, cutlery and paper towels to diapers and toilet tissue.

Use fresh ideas for spring cleaning.

- Make washable, reusable rags from old t-shirts.
- Use baking soda, vinegar, salt and lemon juice in non-toxic, homemade cleaning solutions.
- Clean out closets and donate to thrift stores instead of tossing in the trash. While you're at the thrift store, try something on. Maybe "gently worn" clothing is another money-saving change for you.



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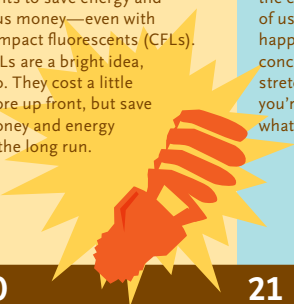
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Love your own lunch.

Taking your lunch is renowned for saving money. Instead of money, spend a little time (no more than getting to a restaurant!) to make your packed lunch something you'll enjoy. Try cooking an extra portion of dinner to pack in our reusable containers (below right), made without PVC.

Turn out the lights, turn on the savings.

The myth was confirmed, not busted. If you leave a room for more than 30 seconds, it's worth it to turn out the lights to save energy and thus money—even with compact fluorescents (CFLs). CFLs are a bright idea, too. They cost a little more up front, but save money and energy in the long run.



Launder your money.

Ever thought about all the artificial scents, chlorine-based ingredients and phosphates that go from washing machines into the environment? Ever thought of using concentrated, earth-happy laundry detergent? Those concentrated varieties can really stretch your dollar, especially if you're careful about using just what is required.

Go whole through the fog.

Highly processed, packaged foods make shopping an exercise in reading labels to see if you're getting your money's worth or if you're paying mostly for artificial or non-nutritive ingredients. Make it easy. Choose whole foods as much as possible. They cost less to you and the planet's resources, and they deliver more health benefits.

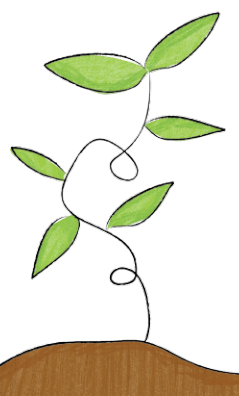


Don't invest in fishy seafood.

Simply by choosing responsibly farmed-raised or wild-caught seafood you're helping the planet. Put your hard-earned dollars to work by voting with them!

Grow your own.

- Use this weekend to get to know the real earth—the loam, the humus, the soil.
- Get your vegetable seeds and seedlings going.
- Snip and save by growing culinary herbs in pots on your window sill or outside.
- Plant a tree that will eventually shade your house from the summer sun and help reduce your AC bills.



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Make haste without waste.

Prepare to tackle the graduation and wedding season head-on and take recycling to the next level with our 85%-recycled-content gift cards. Who doesn't want one from us? They're a practical, fun, no-waste solution in many different designs...and when they're redeemed we'll recycle the plastic again into new gift cards.



Eat your way back to the future.

Today is 5 months to the day before Whole Foods Market's 30th birthday. 30 years ago, rice and beans made an earth-friendly value meal and it still does! The difference is that now we have so many more varieties and seasonings available from around the world. Try a new take on the past every week!

Quench smart.

We've all heard it a million times by now, but it still makes good sense for the Earth and good "cents" for your bank account. Get a reusable water bottle and refill it with filtered water from a device at home or our in-store water machines.

Celebrate the 40th Earth Day!

Send out cards (or e-cards) with messages that help others notice how their choices can simultaneously affect the world and their wallets!



Leverage "local."

Straight up? Buying local doesn't always cost less. And it's not always better for the environment, either. But often, one or both are true and there are plenty of benefits: encouraging regional food systems, knowing more precisely where your food comes from, supporting a local economy and better understanding the seasons. So, go local when it feels right to you, especially if it's organic. You might save some money, and your purchase will speak for your values.

Donate your time.

Volunteering is free to you, but very valuable to causes and organizations that you care about, and it can be fun, too. This weekend there are celebrations and events around the world in honor of Earth Day. Participate!



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Give peas a chance.

It's great for you and your budget to make at least one meal a week vegetarian and *The Whole Deal* Veggie Monday meal ideas are a hit. Another tasty proposition is to live a plant-strong diet every day, making nutrient-dense vegetables and fruits the mainstay of every meal.

Help save some trees.

We're diligent about printing on 100% recycled content paper, but we're also always looking for a better way. For example, we now offer coupons from *The Whole Deal* online! You print only the ones you'll actually use and help us reduce waste. You may also want to sign up for a "mail preference service" that can decrease the amount of junk mail you receive by up to 75%.

Get premium body care without the premium price.

Yes, you can be picky about your shampoo, conditioner, shower gel and lotion and not get cleaned out in the process. Our 365 Everyday Value® Premium Body Care™ meets strict standards for quality sourcing, environmental impact, results and safety. And it's amazingly affordable!



Bulk up to trim expenses.

Here's a tip that's worth repeating infinitely: buying food, herbs and spices from our bulk bins allows you to get exactly the amount you need—no waste. Plus, you're not paying for excess packaging—and the production and transportation of that packaging—that weighs on the Earth.

Don't stress about it.

Superheroes are fictional. Most of us do what we can to watch our budgets and make our shared planet a better place. As Earth Month 2010 comes to a close, congratulate yourself for doing what you do. And then, in the flash of a speeding bike commuter, set reminders in your calendar to work on some of those you didn't get to!

sure deal! reusable storageables for 68¢ each



PVC be gone! Phthalates be darned! These containers have the strength and performance of other popular brands and are free of polyvinyl chloride (PVC) and phthalates. If you're packing your lunch or carrying leftovers from a restaurant (hey, that's an idea!), you need at least one 5-count package of 365 Everyday Value® Reusable Storage Containers—Soup and Salad or Entrée—because they're just \$3.39.

happy bearthday to you, happy bearthday to us, happy bearthday dear planet, happy bearthday to everyone!