

March 3, 2009

The Honorable Steingrímur J. Sigfússon
Minister of Fisheries and Agriculture
Skúlagata 4
IS-150 Reykjavík
Iceland

Dear Minister Sigfússon,

Whole Foods Market is a mission-driven company committed to environmental sustainability and stewardship of our planet, with a wide customer base with like-minded values. We are deeply disturbed by the former Minister of Fisheries and Agriculture's decision to authorize the hunting of sei whales and minke whales over the next five years, along with a dramatic increase in Iceland's whaling quota.

Although we and our customers have enjoyed experiencing many fine products from Iceland over the years, your country's most recent action increasing the whaling quota, including the addition of endangered fin whales, clearly accentuates your country's resolve for commercial slaughter of whales, casting doubt on Iceland's aspirations to be described as a sustainable country. We truly believe whaling does not and will not benefit Iceland or the Iceland economy.

Since 2006 when your country decided, at that time, to allow commercial hunting of whales for the first time in two decades, we have removed all marketing materials in our stores that promote Iceland and products of Iceland.

We will continue to sell products from specific Icelandic producers, as we realize that they are not directly involved in whaling and should not be punished as a result of the government's policy. However, our customer stakeholders are highly educated and environmentally aware, and we believe that if Iceland continues its current stance on whaling that the demand for Icelandic products in our stores will decline forcing us to seek out alternative product sources from other countries.

While we respect your country's right of self-determination in this matter, we sincerely hope that you will reconsider your decision and current position on whaling.

Sincerely,

AC Gallo
Co-President & Chief Operating Officer
Whole Foods Market, Inc.

c.c.
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