



March 29, 2009

Mr. John Mackey
Chief Executive Officer
Whole Foods Market, Inc.
550 Bowie Street
Austin, TX 78703-4644

cc: Mark Dixon, President, Southwest Region
Margaret Wittenberg, Global V.P., Quality Standards & Public Affairs
John Clougher, President, Pacific Northwest Region
David Lannon, President, Northern California Region
Edmund LaMacchia, Global V.P., Procurement-Perishables
Michael Besancon, Senior Global Vice President of Purchasing, Distribution and Marketing

Dear Mr. Mackey,

We understand that Whole Foods Market is committed to responsible seafood practices.

In Washington, steelhead is categorized as a game fish and not a food fish. Almost all of the wild steelhead populations in Washington have been classified as either endangered or threatened with extinction by the National Marine Fisheries Service. It is illegal for anyone except a treaty tribe to sell steelhead. Your purchase of wild steelhead has served to hasten the demise of this noble fish.

The Wild Steelhead Coalition believes that as an environmentally conscious company, you will stop providing a market for wild steelhead and join us in our fight to preserve this precious natural resource. We welcome the opportunity to talk with you or other company representatives to share further information regarding the status of wild steelhead. This is a win-win opportunity and we look forward to your partnership.

Thank you,

Wild Steelhead Coalition
Richard Simms
President
www.wildsteelheadcoalition.com