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Whole Foods' New Pollinator Policy

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Whole Foods Market recently announced a new pollinator policy for its fresh produce and floral purchasing. The natural food retailer (now a subsidiary of Amazon) plans to require all supplying growers to implement an integrated pest management (IPM) system by 2025. They also plan to prohibit the use of nitroguanidine neonicotinoids (clothianidin, dinotefuran, imidacloprid and thiamethoxam) in all potted plants they sell. For all other fresh produce and floral products, suppliers will be encouraged to phase out nitroguanidine neonicotinoids.

"We understand the important role pollinators play in our food system and, through this policy, will build on our long legacy of supporting biodiversity and pollinator health," said Karen Christensen, senior vice president, Perishables & Quality Standards, in a press release. "This is another critical step forward in our journey of climate-smart agriculture as part of our purpose to nourish people and the planet."

Whole Foods will also continue to work with its foundations to create pollinator-awareness campaigns. **GP**