



## Deploying an environmental software solution for Whole Foods Market to facilitate the reporting of quantifiable consumption statistics and reduce costs

Whole Foods Market has natural and organic ingredients at its core. In addition, environmental issues surrounding packaging used on WFM products has also become a focus for the business. Founded in 1980 as one small store in Austin, Texas, Whole Foods Market is now the world's leading retailer of natural and organic foods. To date Whole Foods Market remains uniquely mission driven: They are highly selective about what they sell, dedicated to stringent Quality Standards, and committed to sustainable agriculture.

### Business Challenge

James Ross Consulting were asked to undertake a data collection exercise to gather packaging data from the clients vendor base. The intention was first and foremost to report back quantifiable packaging consumption statistics with the overall goal set to reduce packaging consumption in store and to source packaging in the most sustainable and cost effective manner.

### How JRC Helped

James Ross Consulting deployed Greenshare (an environmental data collection tool) for the Private Label brands for Whole Foods Market. The JRC data team provided support to our their vendors to help them input their packaging and supply chain information into the system. The data was loaded within an 8 week timeframe.

### Value Delivered

On completion JRC reviewed the data collected and were able to propose a number of supply chain and packaging projects which both had a net benefit for the environment and on the bottom line. The Greenshare solution collected packaging data from all private label vendors to Whole Foods Market. JRC also provided online webinars to train vendors and maintained a full technical call center during the deployment of the software.

### About Whole Foods Market

With food and other items that are free of pesticides, preservatives, sweeteners, and cruelty, Whole Foods Market knows more about guiltless eating and shopping than most retailers. The world's #1 natural foods chain by far -- now that it has acquired its main rival Wild Oats Markets -- the company operates some 275 stores in the US, Canada, and the UK.

### About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).

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