

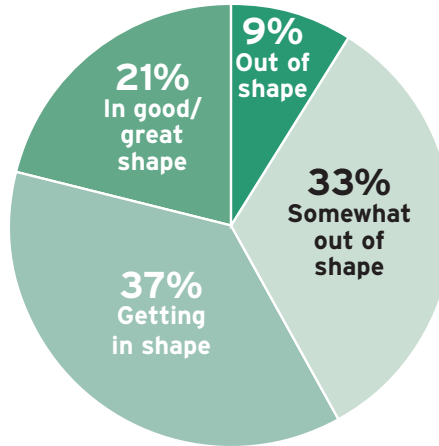
EAT, SHOP, BUY

Organic is growing at 8% and natural food retailers are talking about opening 1,000 stores. Here's a look at where the two intersect.

MOTIVATION

40%
BUY ORGANIC TO
AVOID PESTICIDES
AND CHEMICALS.

CONSUMERS DESCRIBE THEMSELVES



ORGANIC NEWBIES

58% currently purchase organic products

29% of those buying organic have only done so within the past year

PRICE COMPARISONS

Whole Foods is becoming more competitive

BASKET PRICES vs. WFM

Amazon Fresh	27%
The Fresh Market	14%
Safeway.....	7%
Sprouts	3%
Trader Joe's.....	-4%

80%
of those polled name the traditional grocery store as their primary food shopping place.



TOP REASON I WOULD BUY MORE ORGANIC

- 1 Lower prices (55%)
- 2 Better selection/availability (15%)
- 3 Increased concern about food safety (8%)
- 4 More disposable income (8%)
- 5 Health concerns (8%)
- 6 Starting a family (1%)
- 7 Other (5%)

SOURCE: Wells Fargo Securities, equity research report, "Organic Kale, Omega 3's, and Outsize Growth," 2012