

Community Alliance with Family Farmers (CAFF) Receives Nearly \$200,000 from Whole Foods Market's Northern California and Reno Stores

Nonprofit to expand Farm to School program, support champions contest with proceeds

DAVIS, Calif. – April 14, 2016 – [Community Alliance with Family Farmers](#) (CAFF), a California nonprofit organization that builds sustainable food and farming systems through policy advocacy and on-the-ground programs, today announced Whole Foods Market's Northern California and Reno stores donated \$196,848 to support CAFF's Farm to School Program. The donation is part of Whole Foods Market's ongoing 5% Community Giving Day program -- a localized fundraising program in which stores donate 5 percent of a specific day's net sales to a cause in their community. CAFF's Community Giving Day was held on Wednesday, April 6, at 43 Whole Foods Market Northern California and Reno store locations.

CAFF's Farm to School Program connects students and their schools to local farming communities in both the classroom and in the cafeteria. The initiative not only brings local food into schools, but also builds institutionalized systems changes from within by working directly with school staff on such things as purchasing collaboratives and policies.

The donation will also help fund its inaugural Farm to School award contest, which begins on May 1. Winners will be announced in July. CAFF's statewide contest provides an opportunity for California schools and parents to become actively engaged in their communities, as well as give schools the ability to apply and become part of CAFF's statewide Farm to School Network.

"Serving and supporting our local communities is one of Whole Foods Market's core values," said Angela Lorenzen, vice president of operations for Whole Foods Market Northern California and Reno. "I can't think of a better way to do this than through CAFF's Farm to School program. It is so important that schools have access to fresh produce, and I am proud and thankful our customers came out to support this local effort with their shopping dollars."

CAFF supports and advocates for family farmers and sustainable agriculture, while providing fresh, nutritious food in school cafeterias through initiatives like its Farm to School program.

"To say that Whole Foods Market's 5% Day and the resulting donation will help us further our mission is an understatement," said Diane Del Signore, executive director at CAFF. "We reached over 100,000 people on April 6th, as we provided customers with fresh produce from local family farmers and information about CAFF's Farm to School program. We are extremely grateful to have had the opportunity to reach so many people and for the donation made possible by the 5% Day. The positive impact this event and Whole Foods Market's support will have on CAFF is considerable and lasting."

For more information about CAFF and its Farm to School program, please visit:
<http://www.caff.org/>.

About Community Alliance with Family Farmers

Founded in 1978, the Community Alliance with Family Farmers (CAFF) is a California-based nonprofit that builds sustainable food and farming systems through local and statewide policy advocacy and on-the-ground programs in an effort to initiate institutionalized change. CAFF's programs address current problems and challenges in food and farming systems, creating more resilient family farms, communities and ecosystems. CAFF works to support family farmers and serves community members within the state, including consumers, food service directors, schoolchildren and low-income populations. For more information, please visit:
<http://www.caff.org/>.

About Whole Foods Market[®]

Founded in 1978 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by *Health* magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"[™] captures its mission to ensure customer satisfaction and health, team member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 85,000 team members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 19 consecutive years. In fiscal year 2015, the company had sales of more than \$15.4 billion and currently has more than 435 stores in the United States, Canada and the United Kingdom. For more company news and information, please visit media.wfm.com.

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