Whole Foods Market

Food Forward collaborated with Whole Foods Market (WFM) for the grocer’s first regional 5% Day, receiving 5% of gross sales from 27 area stores and igniting twelve full months of activations and co-branded marketing.

5% Day
Kicked off the partnership with six volunteer-powered DIY Harvest Drop-Offs at high-traffic WFM locations across the region.

Major Volunteer Event
Co-branded Food Forward’s largest annual volunteer event, including an on-site WFM activation, WFM team member volunteers, and check presentation.

Custom Activation
We developed an eight-month series of hands on, in-store programming activations designed to raise awareness of the partnership, drive volunteer sign-ups, and share food waste reduction tips.

Spring Melt
WFM featured as a presenting sponsor of Food Forward’s 8th Annual Spring Melt, an “anti-gala” with 450 food-focused guests.