



# 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.



[Santa Monica Daily Press](#)

