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WHOLE FOODS. WHOLE PEOPLE. WHOLE PLANET.

January 15, 2011
Multnomah County Commissioners
501 SE Hawthorne Blvd Ste 600
Portland, OR 97214-3588

Dear County Commissioners,

On behalf of Whole Foods Market's Pacific Northwest Region, I'd like to express my support for the development of the James Beard Public Market.

Whole Foods Market has spent the entirety of our 30 years in business with a focus on connecting local ranchers and growers to customers. We believe that a healthy and sustainable food system, from grower to retail, as a clear necessity and this project makes perfect sense for the Portland area.

Development of the Public Market as part of the regional food system presents an opportunity for Portland to improve regional livability and address underserved areas with both jobs and access to local healthful and affordable food . Whole Foods Market believes the Public Market will augment our regional food system, helping both farmers and markets get product into the hands of consumers in a more effective way. We also believe supporting the market will help to develop another layer of success to Portland's flourishing local food scene.

One might ask why we might be supporting a competitive food retailing business. Simply put, the community and our suppliers are both stakeholders in our business and we believe the market is in holistic alignment with our values. Strengthening both of these groups will only prove to strengthen Portland and the businesses within it. I hope you will consider the Public Market for the west Morrison Bridge site. If you have any questions about our support, please feel free to contact me with questions.

Bruce Silverman
Regional Vice President
Whole Foods Market, Pacific Northwest
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