SUPPLEMENTAL Supplier Guidelines for the Northeast Region of WFM

(Highlighting the unique business practices not covered in the Whole Body Supplier Guidelines (Version 2 Global guidelines)

To Our Valued NEW Vendor

Welcome to the Northeast Region of WFM!

Thank you for your interest in becoming a vendor in the Whole Body Department of the Northeast Region of Whole Foods Market Inc. We know that the large number of forms to fill out may seem overwhelming. We have tried to make them as user-friendly as possible. Please make sure you fill out each tab of the supplier application and familiarize yourself with the following informational documents so we can answer any remaining questions for you.

Where to go for Information?

Our NE regional Whole Body vendor Web-page!
www.wholefoodsmarket.com/vendor/wholebody_ne/

The NE Vendor webpage will have all of the information you will need to navigate our Supplier guidelines and business policies. Including:

- **WFM Code of Business Conduct**

- **Whole Body Supplier Guidelines** (Reference and Information guide outlining specific policies and procedures to follow for all Whole body vendors in EVERY region of WFM.)
• Whole Body SUPPLEMENTAL Supplier Guidelines for the NE Region of WFM (this form!) (Reference and Information guide outlining specific policies and procedures to follow in addition to the Global Whole Body Supplier Guidelines that are unique to our region.

• NE Whole Body Supplier Application (Multi-tabbed application form that must be completed in full and returned to us before we can sell your products. Important note: The information you will need to fill out for insurance verification, EXIGIS, is an on-line link.)

• NE Region Whole Body Contacts and Store Addresses

.....and much, much more!

Set up procedure: FAQ

What are the steps to get set up as a new vendor in the NE Region of WFM?

Step 1:
Familiarize yourself with the following Vendor Guideline documents: The 3 most important to get started are as follows:

• WFM Code of Business Conduct

• Whole Body Supplier Guidelines (Reference and Information guide outlining specific policies and procedures to follow for all Whole body vendors in EVERY region of WFM.)

• Whole Body SUPPLEMENTAL Supplier Guidelines for the NE Region of WFM (this form!) (Reference and Information guide outlining specific policies and procedures to follow in addition to the Global Whole Body Supplier Guidelines that are unique to our region.

Step 2:
Complete each tab on the NE Whole Body Supplier Application and return to Amy.Mescal@wholefoods.com

Who do I contact if I still have questions after reading the above documents?
Your contact will be Amy Mescal amy.mescal@wholefoods.com. She may direct you to other key people in our region who may be able to help you with questions she is unable to answer.

How long does it take to get set up?
New vendor set up can take up to 4 weeks depending on how fast you can fill out the paperwork and our current workload in the NE region and our global offices. One of the biggest hold ups is
when suppliers fill out their part of the Exigis insurance forms, but the insurance carrier has not done their part in verifying the info. It is best to follow up with your insurance carrier promptly to make sure they have also logged on to verify your information!

**What if I am already a vendor in another region, but not in the NE?**

Some of the paperwork is already done. Please let Amy know and we can direct you to NE specific paperwork needed.

**Why do we ask that you not charge WFM shipping fees on our invoices?**

Most of our vendors *do not charge* us shipping as a separate fee. You should build shipping costs into the Cost of Goods in VIP. Please make sure that ALL costs in VIP match what is on the invoice to avoid having your shipment sequestered in receiving because of discrepancies.

**I am a small, local vendor who will only be starting out in a few stores. Do I have to complete all of the paperwork?**

Yes. There are no exceptions.

**What is VIP and why do I have to use it?**

VIP is the Vendor Internet Portal. It is where all cost and UPC information is shared for all Regions of WFM and it is where we can retrieve this information for our NE Regional system. (The Portal is not directly linked to our NE system; we have to manually retrieve info from it.)

**Who is my contact for VIP and why is this contact not a part of the NE Regional Whole Body team?**

There are Team Members who work in the realm of VIP in our central office in Austin, Texas. They will let you know who your contact is. This system is national and common to all WFM stores, whereas our NE data system is managed separately.

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**Data Maintenance and VIP (once you are an established vendor) FAQ:**

**I just updated VIP with NEW items available from my company, but the stores are telling me they can’t order it yet. Why is this happening?**

The Portal holds information for all regions of WFM however the only info that we get updates on are cost changes for any item that is currently in our NE data base. If you have new items for us to add to our NE system, you will need to enter them into VIP and then alert amy.mescal@wholefoods.com of the changes. We will let you know if we will add them or not once the new items are approved.

**Stores are trying to order items from my company that have been discontinued, but I update VIP regularly. What is the matter?**
In addition to not automatically telling us if items have been newly added, the same holds true for discontinued items. Please contact amy.mescal@wholefoods.com to have your product list / DVO changed to reflect the current product mix. (Again, VIP only alerts our region to cost changes, but it does not alert us of discontinued or new items.)

I recently got a letter from a NE Accounting Team Member saying that our VIP costs did not match up to an invoice that was just received. Why is this happening?
There was a discrepancy in what your VIP costs stated vs. your invoice. You will be asked to rectify these imbalances.

**Purchase orders and receiving FAQ:**

How can I ensure that all of my outgoing shipments to the NE Region of WFM are received smoothly and are not halted at the receiving dock?

Follow these Important Purchase Order and Receiving System reminders:

- All incoming orders must have a valid, WFM generated PO.
- All costs charged on the invoice MUST MATCH the costs loaded into VIP.
- Only one invoice is allowed per PO # and only one PO # can be billed on a single invoice.
- If you must ship an order incomplete (i.e. an order with Out of Stocks), they should be clearly listed on the invoice at the time of the shipment with a zero charge.
- **DO NOT SEND BACKORDERS under any circumstances.** If an item is out of stock, we will create a new PO and send you another order.
- We CANNOT ACCEPT PRODUCT SUBSTITUTIONS. Again, all items ordered must match what is on the PO.
- Free products to offset shipping charges are not acceptable.
- Free products in lieu of an ongoing discount are not acceptable.
- Sending shelf TESTERS free of charge is fine as long as each product is clearly marked “tester” with a sticker or wrapped in a plastic bag marked “free tester.” If you are charging us for a tester, it has to be “ordered” from us on the original PO with the appropriate VIP cost just like regular merchandise.

**The key is to update your VIP-cost file regularly AND to only ship us what we ordered!**

**Promotions for Body Care or Supplements:**

- Body Care and Supplements Promos must be submitted 4 months in advance of the start date TO Romi Roe, our NE Regional Body Care and Supplements buyer.
• Promo submissions will not be accepted if submitted on the improper form (e.g. do NOT use a form from Central, use the one from NE)
  o If you are unclear about which form to use, you can request a promo sheet from Amy Mescal
• Promo submissions are NOT accepted unless approved by Romi and you receive a notification of approval from Romi.
• Promo pricing MUST be submitted to VIP at least 60 days prior to the beginning of the buy-in period.
• The buy-in period for all promos begins approximately 7-9 days before the promo begins—please refer to the attached promo calendar.

**Vendor Gifts & Sampling:**

**Vendor Gifts**

When Team Members negotiate with vendors, some will offer personal inducements to tempt them to choose their product over another’s. To avoid conflicts of interest between what is good for customers and what might be personally advantageous for a Team Member or a particular vendor, we have set the following rules on accepting gifts from vendors:

- Vendors may not pay for dinner for our regional, national/global or other teams, except as described under allowable gifts.
- Vendors may not sell direct to our Team Members at wholesale.
- Team Members are prohibited from accepting gifts or any form of compensation from any WFM vendor except as specifically noted below.
- Team Members are prohibited from receiving any samples or gifts at home – all samples and gifts must be sent to their primary work location.
- Team Members are prohibited from accepting any loans or services from any WFM vendor who is not otherwise in the business of providing such loans or services, and any such loans or services provided must be provided on fair market value terms.
- Team Members are prohibited from buying products directly from any vendor who sells the same product to WFM. Team Members should not solicit donations from vendors on behalf of any organization with which they are personally affiliated.

**Allowable gifts:**

- Items of nominal or promotional value such as T-shirts, hats, desk accessories, gift baskets and flowers, up to a total estimated value of $25. Gift baskets or flowers must be made available for sharing with everyone at the recipient Team Member’s location.
- Existing Team Members may accept samples of new or reformulated products, and new Team Members may accept samples of existing products (one time only). It is not acceptable for Team Members to receive for their personal use multiple samples of the same product from a vendor.
• **Store-level Team Members may accept a vendor-paid trip made for the sole purpose of education and training. The vendor may pay for all expenses including airfare, accommodations and meals. There is a one-time limit on vendor-paid trips unless there is a significant change in products, programs or business practices. Global and regional Team Members may not have expenses for a trip paid by a vendor.**

• **Solicitation of vendors for any gift or money is never allowed. Team Members must report receipt of a vendor gift to their Team Leader. Acceptance of any non-approved vendor gift may result in corrective action up to and including discharge. If someone tries to give you a prohibited gift, you should notify your Team Leader. Please refer to the Conflict of Interest policy for further information.**

_Source: Aug 2011 WFM NE Region “General Information Guide,” the operating handbook for our team members_

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**Vendor Trainings**

• Vendors may provide food for our Team Members provided they are conducting formal product training. While your gifts and samples are generous, please adhere to the above gift policy and encourage the people who receive these items to share with TMs who cannot attend.

• All Whole Body Team Members at WFM have been trained for DSHEA compliant wording while selling supplements. If you are a supplements vendor and are providing training to our Team Members, we expect that you will provide DSHEA law complainant wording for our Team Members to use while they are selling your products. In other words, it is fine to teach our TMs about technical aspects and disease states that may not meet DSHEA requirements, but you should also provide them with wording that they CAN legally use while selling your supplement.

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**Category Review**

• We get an enormous amount of new product to look at almost daily at our office. Because of the large volume of products to consider, the NE Region Whole Body Team is following the National Category Review Schedule. If you would like to submit new lines or products, please follow the national category review schedule as outlined on our web-page. Extremely hot or seasonal items can be e mailed to the buyer team for consideration, but there is no guarantee we will have time to break protocol in all cases.

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**Sales Calls & New Product Presentations:**

We understand that, especially in the current economic climate, the need to SELL, SELL, SELL your products is as important as ever. We recognize that your support, training and product education is critical both to your success and the success of WFM. We also ask that you please respect our Team Members’ and Team Leaders’ time—feedback from the stores suggests that some vendor
representatives have been pushy or even rude. Therefore, we ask that you please keep the following guidelines in mind:

- **Vendor Blackout Dates during the Holiday Period of 18 November – 31 December:**
  - NO sales calls at the store level
  - There are a very few exceptions:
    - Demos set up by store demo coordinator or Team Leaders
    - Team Leaders request help or request that samples be delivered
  - The bottom line is that, during the Holidays, Team Leaders and Team Members do NOT have time to consider new items or entertain sales presentations. Please be respectful of their time and ONLY call or visit stores when requested.

- **Appointments MUST be made with Team Leaders and Buyers in advance.**

- **Certain days are better for sales calls than others.** For example, most stores are very busy on Mondays—please respect their time and do not make calls on Mondays.

- **When on a sales call, BEFORE visiting the Whole Body Department you must sign-in at the customer service desk and get a Vendor Badge.**

- **As much as possible, work through the Regional office to authorize products before presenting at the store level.**

- **Please keep presentations factual, focused and to the point.** Whenever possible please use tools such as the WFM Vendor portal to provide product movement to the Team Leaders. Being prepared with movement information on items in your sales presentation not only saves the Team Leader’s time, but also increases your chances of gaining a sale. “This sells really well” is an opinion. “This product moved xxx units in the last 26 weeks at xxx store” is very helpful information.

- **Providing merchandising support for changeovers, etc. is a good way to help free up Team Leaders’ time to meet with you.**

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**Customer Returns Chargeback procedure for Body Care and Supplements NE Region**

**Overview**

As you know, we have a 100% satisfaction guarantee at Whole Foods Market, which means that we take back every item that customers return. Outlined below is how the NE Region of WFM charges back Body Care and Supplements vendors for customer returns:

**Procedure for the Customer Returns Chargeback Policy**

1. **Gathering and Dissemination of Customer Returns Data from Previous Fiscal Period (FP)**
   a. Within 2 days of the close of a FP, the WFM NE regional team will generate reports that show all WB returns in the region. (This information will come from our Point-of-Sale system.) NOTE: Attached is a WFM Fiscal Calendar, for reference.
b. This information will be sent to each vendor in the form of an email. The report will show the total value of the customer returned product for each vendor. (The report will show a breakdown of how much of each SKU was returned and to which store(s) it was returned.)

c. See example of Data report below.

2. An INVOICE for the total value of the customer returned product will be sent with the data report from step 1.
   a. You will receive an invoice in Week 1 of each FP for the total value of the customer returned product from the prior FP.
   b. The Invoice will be marked with Net14 terms but the amount owed will be taken off the next payment our Global office sends to you.
   c. See example of Invoice below.

3. The WFM NE accounting team will apply the chargeback credits to each store per the reports generated above.
   a. This process new process will be in lieu of the current credit request process for customer returns.
   b. NOTE: We will still continue to request credits for out of the ordinary situations including, but not limited to the following:
      i. Mispicks/Misships
      ii. Short Shipments
      iii. Products damaged during shipment

**Chargeback Procedure FAQ:**

This seems like a really great solution to time consuming credits. When are other regions going to implement this procedure?

- We have gone over the concept in detail with the other WB Coordinators and the Global team and they think it is a great solution. There are currently two other regions using a similar process. The goal is to have the entire country on the process by Fiscal Year 2013.

**What is your return policy?**

- We have a 100% satisfaction guarantee on ALL items we carry in our stores. In other words, we give customers back their money back if they are not satisfied for any reason.

**What happens if someone returns something that we do not sell at WFM?**

- The UPC will not be in our IRMA data base. Therefore, it will not show up on the Returns reports and we will not ask you for a refund.

**What happens if the item is on sale one month and not on sale at the time of the return?**

- We pull movement data for each FP so the average cost of the product over that entire 4 week period will be used. Since we run these reports each FP, the costs will average out...
throughout the year. Many times, the cost will be in your favor. Please note: it is very important you keep your VIP file accurate and correct at all times.

How are customer returns handled?
- The only place a Customer can return something is through our Customer service desk. We encourage a receipt, but this is not necessary. Only a trained member from Customer Service leadership is allowed to give back a credit. The item is scanned through our registers and a refund is issued.

What happens if stolen products come back as customer returns?
- There is no way to know for sure if a customer has brought something back that has been stolen. The Customer Service team is trained to deter repeat offenders of returns.

What if the item returned is part of a multi-itemed package?
- A scannable UPC is necessary for a customer return.

What happens if the Customer Return desk cannot find a scannable UPC on the product but still wants their money back?
- To satisfy the customer, the CS supervisor will ask a WB TM to come up and help. If there is no UPC, we will refund the money to the customer and WFM will absorb the loss (We have found this to be minimal.)

What happens to the items that customers return? Will I receive them back?
- Since product returned by customers is unsalable, it is discarded. However, before it is discarded it is accurately logged by UPC into our Point-of-Sale system. It is crucial to know every time we log a customer returned product, it means that we have taken money out of our register and returned it to a customer. (In other words, you can be confident that the data is accurate.)

Will I receive the Lot Code Numbers for the products that customers return?
- We are unable to capture this information at the time of the return. If you need lot codes, your reps can gather this info before it is discarded.

What if my returns for the entire region are very minimal (under 25$)
- At this time, we will only ask for money back if your return total for the region is greater than $25.

What happens if my company carries both body care and supplements? Will I get one customer return credit request per month? Will I have to make only one payment?
- Yes. You will get one consolidated and detailed report of what was returned in both body care and supplements and we will take only one offset deduction per Fiscal Period.

What do I do if I have a question about one of my invoices or about the procedure?
- Please contact Thomas Crookham: thomas.crookham@wholefoods.com

I can’t open the attachment. How do I view it?
- We’ve sent the attachments in Excel version 2007 because the files are SIGNIFICANTLY smaller than older versions of Excel. You can download a FREE converter to convert files to older versions at the link below:
### 2012 Fiscal Calendar with Customer Returns Chargeback Schedule

#### QT02

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INVOICE

Whole Foods Market NE

930 Sylvan Ave.
Englewood Cliffs, NJ 07632
Phone 201-567-209
thomas.crookham@wholefoods.com

REMIT To

Whole Foods Market Northeast
Attn: Accounts Receivable
930 Sylvan Ave.
Englewood Cliffs, NJ 07632
201-567-2090

BILL TO

A Wonderful Vendor
123 Main St.
Great Place, NY
212-555-5555

PAYMENT TERMS | DUE DATE
---|---
NET 14 | xxxxx

DESCRIPTION | LINE TOTAL
---|---
Customer Returns Chargeback for Fiscal Period 1 | 576.59

Total | 576.59

Make all checks payable to Whole Foods Market

WFM CORE VALUE #6 - “CREATING WIN-WIN PARTNERSHIPS WITH OUR SUPPLIERS”
**Offset Authorization Form:**
Please make sure you sign and return the consent form that will allow WFM to offset the amount you owe for customer returns.

The offset authorization should be returned to:
NEWBCustomer.ReturnChargeback@wholefoods.com or faxed to our eFax line: 512.370.5608.

NOTE: There are a few other regions that are adopting a customer returns chargeback process similar to the NE. At this time the NE region is the **only** region where we will be **offsetting** the Customer Returns Credit process. However, this offset authorization will apply to all regions so there will not be a need to sign a new authorization once the other regions implement the offset process for customer returns.