What is the 28-Day Challenge?
Each year, Whole Foods Market partners with Engine 2 and challenges customers to take a 28-day Healthy Eating Challenge. It is exactly what the name implies: 28-days of healthy eating! We’ll start February 3rd – March 3rd. We’ll have meet-up groups every Wednesday night, opportunities for group exercise, cooking demonstrations, and we’ll give participants loads of support! We’ll set goals and focus on being healthy and fit, not just the numbers on your scale!

What will I be able to eat?
Although there are things that we are going to be giving up during the 28 days, we want to focus more on all the great things we’ll be adding! We’ll add lots of vegetables, fruits, whole grains, beans, nut butters, milk substitutes, nuts & seeds, and more! Depending on what “path” you decide to take, you’ll be eliminating different foods. We’ll teach you simple label reading rules so you can decide if a product is healthy or not. We’ll focus on adding delicious vegetables and whole grains to your meals, and how to make your plate “Plant-Strong.”

What are the different “paths?”
Every individual is unique, and there is no single path to a healthy lifestyle. There are 3 paths that participants can choose to follow during the 28-day Challenge.

- The Volunteer Firefighter: for those who are just getting started and simply want to explore a plant-strong lifestyle. Simple refocus your meals to eat more plants
- Fire Cadet: for those who want to try a plant-strong lifestyle, but don’t want to do it all at once. Cadets will eliminate things from their diet each week, such as dairy, refined sugar, meats, poultry, eggs, and extracted oils.
- Firefighter: for those that want to jump in head first! Starting at Day 1, firefighters will eat a completely plant-strong lifestyle and eliminate animal products, processed foods & extracted oils from their diets. They’ll also enjoy healthy whole grains, fruits, vegetables, beans, nuts & seeds.

How do I sign-up?
Sign-up for the challenge by filling out a registration form at the Customer Service desk. Participants should plan to attend orientation on Wednesday, January 29th. Those that do not attend will be placed on a waiting list and will be invited to join the challenge if space is still available. Space is limited to 30 participants.

How much does it cost?
Participants are asked to make a $20.00 donation to our Whole Planet Foundation. This foundation helps to put gardens and salad bars in local schools.

How do I participate?
Participants will be asked to sign a commitment pledge during orientation on January 29th. They will be asked to attend a meet-up group every Wednesday night. We’ll also ask that participants have positive attitudes, commit to the FULL 28 days, and be open and willing to try new things!

Check out this site for 28-Day Meal Plans!
Learn more about our The Engine 2 Program here!

Contact Tammy, our Healthy Eating Specialist, for more details: tammy.karant@wholefoods.com