

[REDACTED]

BEFORE THE FEDERAL TRADE COMMISSION

SECRETARY

In the Matter of)
)
)

Docket No. 9324

f. Whole Foods admits the allegations in Paragraph 6. 11

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

11. Whole Foods denies the allegations in Paragraph 11 to the extent that Paragraph 11 purports to define an industry standard term for “natural foods.”
12. Whole Foods denies the allegations in Paragraph 12 to the extent that Paragraph 12 purports to define the term “organic foods” in any way other than foods that

Food Production Act of 1990.

23. Whole Foods admits that the statement quoted in Paragraph 23 was made, but

denies the remaining allegations in that Paragraph.

24. Whole Foods admits that the statements quoted in Paragraph 24 were made, but
denies the remainder of the allegations in that Paragraph.

25. Whole Foods admits that the statements quoted in Paragraph 25 were made, but

denies the remainder of the allegations in that Paragraph.

26. Whole Foods denies the allegations in Paragraph 26.

36 Whole Foods denies the allegations in Paragraph 36 except to the extent this



4. Whole Foods reserves the right to assert any other defenses as they become

WHEREFORE, Respondent Whole Foods respectfully requests that the Commission (i) deny the contemplated relief, (ii) dismiss the Amended Complaint in its entirety with prejudice, (iii) award Whole Foods their costs of the suit, including attorney's fees, and (iv) award such

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing Respondent Whole Foods Market, Inc.'s Answer to the Amended Complaint was served on September 26, 2008, upon the following persons:

By Hand Delivery and Email:

Donald S. Clark, Secretary

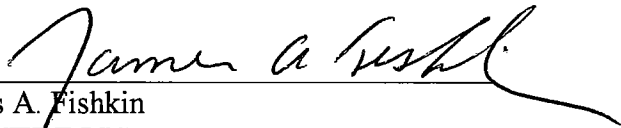
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