

March 21, 2010

Dear Mr. Libby:

I am writing to you in reference to the current situation regarding the sale of Whole Foods Market on 1651 Broadway, in Boulder Colorado. At the present time it has come to my attention that the FTC is taking public comments on who they should sell the Alfalfa's Markets name to, with Topco in the running against the original Alfalfa's Market co-founder- Mark Retzloff and his new partner- Barney Feinblum. As it stands, it is my strong opinion that there is no question as to why this store should be rightfully sold to its original owner, visionary, and community member Mark Retzloff and his partner.

There are a number of reasons as to why I believe this transaction should take place. Primarily, Alfalfa's Market has remained in the forefront of its community member's minds as one of the original landmarks in the City of Boulder and its surrounding communities. It provided individual members a place to rely on for good, healthy, and sustainable food, with a focus on family and community systems. In addition, it paved the way across the nation as one of the first natural and organic food stores. This alone speaks to its place in history as well as its right to recreate itself as a historical landmark.

Secondly, Boulder continues to remain stagnant and over saturated by Whole Foods Market. If the idea behind taking public comments is founded in the process of recreating community, providing new and improved services, but remaining true to the foundations that make Boulder unique, there is no question. The property and it's original name should be awarded back to the sole entity and creating force that brought together community, through providing a safe and healthy way of choosing food and farming. A-M would reinforce a sense of originality to Boulder, recreate a community market appealing to past affiliates and present consumer's, and provide a store created with over 60 years of concentrated knowledge in natural and organic food to its community. Boulder has always been the hub for the organic and natural movement, and was influenced by and through the original Alfalfa's Market, along with both Mark Retzloff and Barney Feinblum's personal dedications to improving the natural and organic movement.

I hope you take into consideration these facts and opinions when deliberating on the decision to sell.

Sincerely,

Eileen R. Retzloff