



Michele Wells

# Wells Communications

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March 23, 2010

Mr. Kenneth Libby  
Bureau of Competition  
FTC Office of the Secretary  
600 Pennsylvania Avenue N.W.  
Washington, D.C. 20580

Re: Whole Foods Market, Inc., Docket Number 9324

Dear Mr. Libby:

I am writing to urge you award the intellectual property related to Alfalfa's Markets to A-M Holdings, which plans to purchase the Whole Foods store at 1651 Broadway and return it to its original Alfalfa's Market roots.

Alfalfa's Market holds an iconic position as one of Boulder's original natural foods stores. When it opened in the mid-1980s, it helped transform the grocery scene in our town by offering a wide selection of natural and organic foods to the mainstream grocery buyer. Alfalfa's Market was a force in creating awareness about healthy eating in the community. Those of us who were early customers of Alfalfa's Market are in favor of its return to the Boulder food scene. We welcome the competition it will bring to a natural and organic food scene currently dominated by Whole Foods Markets.

Alfalfa's Market is a Boulder original, and the name is an integral part of our legacy as a center for natural and organic foods. Many of the original concepts introduced by Alfalfa's Market were embraced and emulated by Whole Foods Markets and other natural foods grocers as they built national chains during the past 20 years. The return of Alfalfa's Market to Boulder is eagerly anticipated by those of us who want a locally owned alternative to Whole Foods.

I hope you will agree that Alfalfa's Market belongs in Boulder, where it was born.

Sincerely,

Michele Wells  
Wells Communications, Inc.