

Circular Care Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Maya Bastian	2026	Criminal Justice
Amiira Mohamed	2027	Business Law & Compliance
Kaya Garrett	2026	Business Marketing & Management
Simone Lorentz	2026	Business Law & Compliance

Advisor(s): Prof. Susan Supina and Prof. Jason Skirry

Topic Title: Dirty Secret: How Whole Foods Can Fix the Diaper Crisis

Audience: Whole Foods CEO Jason Buechel, Executive Vice President of Growth and Development Christina Minardi, Senior Vice President of Supply Chain and Retail Operations Bart Beilman, and Senior Vice President of Operational Finance Robert Fraser

Sustainable Development Goal

SDG #9 - Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation

SDG #13 - Take Urgent Action to Combat Climate Change and its Impact

Executive Summary

Whole Foods Market built its brand on offering ethically sourced, environmentally responsible products that support both people and the planet. As consumer demand for sustainable baby products continues to grow, Whole Foods has an opportunity to expand its commitment to sustainability by introducing two complementary diaper products: reusable diapers and single-use Mycodigestible™ diapers. Off-the-shelf reusable diapers provide a sustainable and convenient option for parents, while the Mycodigestible™ diapers use naturally occurring fungi to effectively break down diaper waste after disposal. Together, these products reduce the long-term environmental impact of traditional disposable diapers.

Disposable diapers are one of the largest contributors to household landfill waste, potentially taking hundreds of years to decompose. Whole Foods can offer parents more sustainable alternatives without sacrificing convenience. Although innovative sustainability technologies can involve higher upfront costs, the long-term environmental and social benefits align closely with Whole Foods' core values of environmental stewardship and responsible sourcing. Introducing these products would reinforce Whole Foods' reputation as a leader in sustainable retail, while giving environmentally conscious parents a practical way to reduce their household waste. By supporting innovation that addresses the growing issue of diaper waste, Whole Foods can strengthen customer loyalty, advance its sustainability mission, and contribute to meaningful reductions in landfill pollution.