

Exhibit 9 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00785)

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Re: WF not invulnerable to competiion (Not rated)

23-Apr-05 12:26 pm

liberfar,

Your ditty is completely true, but proves nothing concerning Whole Foods future success. There are 290 million people in the United States and 6 billion in the entire world. Whole Foods currently has less than a 1% market share of the food retailing business in the United States and less than 1/10 of 1% market share of the world market. You seem to believe that their incredibly low market share is threatened because you and many other people choose not to shop with them. Whole Foods doesn't need to win you over as a customer to be a highly successful business. I personally don't own a Harley Davidson motorcycle, but they've been pretty successful anyway. I prefer Allegro coffee at Whole Foods to Starbucks, but Starbucks is flourishing anyway.

Safeway and other conventional retailers will keep doing their thing--trying to be all things to all people--and they will continue to see their marketshare shrink to more focused competitors. They can't really effectively focus on Whole Foods Core Customers without abandoning 90% of their own customers.

This argument between us will be settled over time. Let us see if we can agree on some parameters to settle our disagreement. If Whole Foods does over \$10 billion in sales in 2010, makes over \$300 million in profits, and has a market capitalization over \$10 billion will you concede that I am right and that you are wrong? How about 2015 then?--Whole Foods over \$20 billion in sales, \$600 million in profits, and \$20 billion in market capitalization? What does Whole Foods have to accomplish over what time period before you will admit you are wrong?

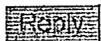
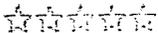
Can you be proven wrong or are you always going to be on this Board saying "What if?" and "Someday"?



rahodeb

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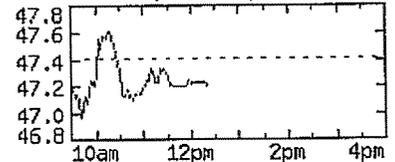
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