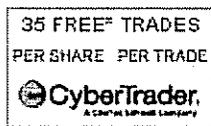


Exhibit 20 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX01346)

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Re: Definitely Starting to Correct (Not rated)

30-May-05 08:10 am

nafrap1024,

When Whole Foods began back in 1980 they in fact sold very little organic product for 3 reasons:
1. Not much was available
2. What was available wasn't great quality
3. There were no national standards that customers could believe in

The fact is that most of Whole Foods growth has occurred before organic foods had national standards certification and before supply was very great. No doubt that organic foods are hot right now from a media standpoint--they took off from a media standpoint when the National Organic Standards were made finally into law on December 20, 2000. The media began paying much more attention after this date and conventional markets began increasing their selection as well after this date. However, this is less than 5 years ago and Whole Foods had been a very successful business for more than 20 years when these organic standards became the law of the land.

On the other hand we have the problem of Wild Oats. They've been in business for 18 years and have always had a large commitment to organic foods. Despite this commitment to organic foods they've managed to lose more than \$80 million. How is this possible if organic foods are so important to Whole Foods success? Why has Whole Foods flourished while OATS has struggled?

Don't misunderstand me--I always buy organic whenever I can. However, organic foods is not the primary cause of Whole Foods tremendous success. The company was already very successful before organic foods became popular and the popularity of organic foods has not caused Wild Oats to be successful. Clearly other, more important factors are in play here. The primary thing organic foods has done for Whole Foods is generate them massive amounts of free publicity because the media picked up on the theme and Whole Foods is the leading organic foods retailer. It is not that organic foods are irrelevant here because they aren't irrelevant. However, organic foods clearly aren't the key to Whole Foods success either.

The whole point of my previous post was to point out that Wal-Mart and other conventionals selling more organic foods doesn't threaten the success of Whole Foods because organic foods aren't the primary cause of their success (see my previous post which outlines the more important drivers of Whole Foods success). Those people who think that organic foods are the key don't understand the business model and those who are foolish



rahodeb

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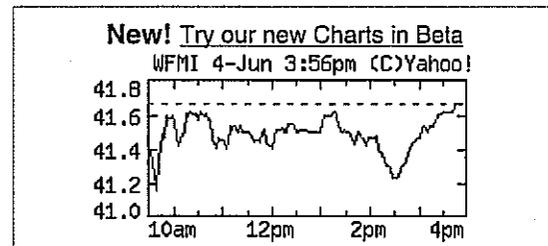
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Re: Definitely Starting to Correct Once again proving you are an ignorant moron. You...	renbren18	Rate it	27-May-05 07:39 pm
Re: Definitely Starting to Correct Looks like someone placed small market orders...	airlineinvestor	Rate it	27-May-05 10:47 pm
Re: Definitely Starting to Correct If it closes above \$120 any day next week, I'...	nm_investor	Rate it	28-May-05 09:57 am
Re: Definitely Starting to Correct I have some nice luggage you can borrow....	outOfelement	Rate it	2-Jun-05 01:25 pm
Re: Definitely Starting to Correct Hey! If it closes above \$122, can w...	outOfelement	Rate it	2-Jun-05 03:52 pm
Re: Definitely Starting to Correct See ya, have a nice trip.... and you ev...	noendinsightforth...	Rate it	2-Jun-05 02:50 pm
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Re: Definitely Starting to Correct Like the show tune effect Out of El...	Hog152	Rate it	2-Jun-05 06:20 pm
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I don't find it
offe...

Re: Definitely outOFelement Rate it 2-Jun-05 06:56 pm
Starting to Correct
No "one" that is...

Re: Definitely Starting to outOFelement Rate it 2-Jun-05 05:00 pm
Correct
And don't forget this
classic: Hit the ...

Re: Definitely Starting to surf1fin Rate it 27-May-05 08:24 pm
Correct
not yet, getting close. wait
for the top to form...

Re: Definitely Starting to srg_78703 Rate it 28-May-05 12:07 am
Correct
What does WFMI have to
do with ABS? ABS has ...

Re: Definitely Starting to Hog152 Rate it 28-May-05 01:10 am
Correct
I leave town for 3 lousy
days and this b...

Re: Definitely Starting foodguru4u Rate it 28-May-05 08:46 am
to Correct
Your statements
about the
"Bubbas" ...

Re: Definitely brvcapricorn Rate it 28-May-05 09:26 am
Starting to Correct
LOL!

Re: Definitely rahodeb Rate it 28-May-05 10:38 am
Starting to Correct
What you guys
don't
understand...

Re: Definitely nafrap1024 Rate it 30-May-05 02:31 am
Starting to Correct
I really wonder
if you ca...

Re: Definitely rahodeb Not rated 30-May-05 08:10 am
Starting to Correct

Re: nafrap1024 Rate it 31-May-05 01:54 am
Definitely Starting to Correct
The rule
of thu...

Re: Definitely Hog152 Rate it 28-May-05 02:40 pm
Starting to Correct

no. Don't
discount the
bubbas....

Re: Definitely Starting to Correct
It's been said before but it b...
dulchenea Rate it 28-May-05 03:28 pm

Re: Definitely Starting to Correct
I'm afraid.... afraid that you a...
juan_chablowme Rate it 28-May-05 11:28 am

Re: Definitely Starting to Correct
>>Estimate \$110 or below by the end of June. i ce...
stockpoo Rate it 28-May-05 09:31 am

Re: Definitely Starting to Correct
don't count on it, though... he's been tootin...
dulchenea Rate it 28-May-05 03:35 pm

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