



Materials and Agricultural Commodities Sourcing

No Deforestation

To support the elimination of deforestation associated with raw materials and ingredients within our food and consumables Private Brands supply chains, Amazon has made commitments for the use of palm oil, paper and paper packaging, beef, soy, cocoa, coffee, and tea.

Commodity or Material	Goal or Ambition	2023 Progress (% of in-scope products that meet our goal or ambition)			2024 Progress (% of in-scope products that meet our goal or ambition)		
Palm Oil	Source palm oil and derivatives in Amazon Private Brands food and consumable products and palm oil in 365 by Whole Foods Market food products from sources certified to the RSPO supply chain standard.	In an effort to achieve this target, Amazon (including Whole Foods Market) became a member of the RSPO in February 2024 to demonstrate our strong commitment to source sustainably certified palm oil for our Private Brands products.	100%	97%	100%	Amazon Private Brands North America	Amazon Private Brands Europe
Paper Products and Paper Packaging ^A	Source Private Brands paper products that are either recycled or certified to Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), or Programme for the Endorsement of Forest Certification (PEFC) standards.	100% 365 by Whole Foods Market-branded products	100% Amazon Private Brands North America	100% Amazon Private Brands Europe	100% 365 by Whole Foods Market-branded products	100% Amazon Private Brands North America	97% Amazon Private Brands Europe
	We strive to use sustainably sourced fiber in our grocery and consumable Private Brands paper-based primary packaging.	We are working with our suppliers to increase the amount of fiber from responsibly managed forests and/or recycled materials used in our paper-based primary packaging.			We continue to work with suppliers to increase the amount of fiber from responsibly managed forests and/or recycled materials used in our paper-based primary packaging.		
Beef ^B	By 2025, source Private Brands beef from regions of low deforestation risk or with full supply chain traceability, demonstrating the products did not contribute to deforestation.	100% 365 by Whole Foods Market-branded products	92% Amazon Private Brands North America	100% Amazon Private Brands Europe	100% 365 by Whole Foods Market-branded products	95% Amazon Private Brands North America	100% Amazon Private Brands Europe
Soy ^C	Conduct a risk assessment of the soy in Private Brands supply chains with a third-party consultancy and share more information by the end of 2023.	Within Europe, Amazon's goal is that the soy in Private Brands supply chains will be deforestation-free by the end of 2025, with a cut-off date of 2020. Within North America, we determined through this assessment that the majority of the soy in our private brands animal protein and meat-counter supply chains is domestically sourced and is thus unlikely to pose a deforestation risk.			In 2024, 6% of soy in our European private brand supply chains was verified Deforestation- and Conversion-Free (DCF), an increase from 4% in 2023. A further 79% was in transition, with only 15% not certified. To support a continued focus on progress, Amazon Fresh Private Brands has joined the Retail Soy Group in Europe. Within North America, we conducted a risk assessment of the soy in Amazon and Whole Foods Market private brands supply chains with a third-party consultancy in 2023. This determined that the majority of the soy in our private brands animal protein and meat-counter supply chains is domestically sourced and thus is unlikely to pose a deforestation risk.		
Cocoa ^D	By 2025, source Private Brands chocolate bars, chocolate chips, and baking chocolate/powder products that are certified by Rainforest Alliance, Fairtrade International, Fair Trade USA, or other independently verified third-party certifications, such as Cocoa Horizons.	100% 365 by Whole Foods Market-branded products	53% Amazon Private Brands North America	100% Amazon Private Brands Europe	100% 365 by Whole Foods Market-branded products	70% Amazon Private Brands North America	100% Amazon Private Brands Europe
Coffee ^E	By 2025, source Private Brands packaged bean, ground, instant, and liquid coffee products that are Rainforest Alliance, Fairtrade International, or Fair Trade USA certified.	100% 365 by Whole Foods Market-branded and Whole Foods Market-branded products	98% Amazon Private Brands North America	100% Amazon Private Brands Europe	100% 365 by Whole Foods Market-branded and Whole Foods Market-branded products	98% Amazon Private Brands North America	100% Amazon Private Brands Europe
Tea ^F	By 2025, source Private Brands bagged tea products based on the tea leaf (<i>camellia sinensis</i>) certified by Rainforest Alliance, Fairtrade International, or Fair Trade USA.	100% 365 by Whole Foods Market-branded products	18% Amazon Private Brands North America	Amazon Private Brands Europe did not have tea products in 2023.	100% 365 by Whole Foods Market-branded products	75% Amazon Private Brands North America	Amazon Private Brands in Europe did not have tea products in 2024.

