

FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL
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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the
Investment Company Act of 1940

1. Name and Address of Reporting Person * Mansueto Joseph D (Last) (First) (Middle) 550 BOWIE STREET (Street) AUSTIN, TX 78703 (City) (State) (Zip)	2. Date of Event Requiring Statement (MM/DD/YYYY) 5/10/2017	3. Issuer Name and Ticker or Trading Symbol WHOLE FOODS MARKET INC [WFM]
4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		
5. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	3600	D	
Common Stock	1000	I	By child
Common Stock	1000	I	By child
Common Stock	1000	I	By child

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

Explanation of Responses:

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Mansueto Joseph D 550 BOWIE STREET AUSTIN, TX 78703	X			

Signatures

/s/ Albert Percival as Attorney-in-Fact for Joe Mansueto

5/18/2017

**Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

May 11, 2017

United States Securities and Exchange Commission
Division of Corporation Finance
Washington, D.C. 20549

Re: Whole Foods Market, Inc.

The undersigned, a person who is subject to ownership reporting pursuant to Section 16(a) of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and requirements pursuant to Rule 144 under the Securities Act of 1933, as amended (the "Securities Act"), in respect of the equity securities of Whole Foods Market, Inc. ("WFM"), hereby makes, constitutes and appoints any of Keith Manbeck (Executive Vice President and Chief Financial Officer), Albert Percival (Senior Securities, Finance and Governance Counsel), Melissa Peterson (Securities, Finance and Governance Counsel) and Mandy Shuck (Coordinator, Compensation) as my true and lawful attorney-in-fact with full power and authority (1) to make and file on my behalf any reports or statements of beneficial ownership or changes of beneficial ownership, including Forms 3, 4 and 5 and amendments to these forms, or other documents which I may be required or permitted to file under the Exchange Act, and (2) to make and file on my behalf any notice of proposed sale of securities or other document, including Form 144, which I may be required or permitted to file under the Securities Act.

I hereby revoke any previous power of attorney I may have given to any person at WFM to make and file such reports, statements and notices.

This power of attorney shall remain in force from the date hereof through the time at which I may be subject to reporting obligations under Section 16(a) of the Exchange Act or the requirements of Rule 144 under the Securities Act, and for so long as I may continue to be subject to such obligations or requirements, unless earlier expressly revoked by me in writing and delivered to WFM. Each of my attorneys-in-fact may, in his or her sole discretion, designate one or more substitute attorneys-in-fact to act in his or her place.

I acknowledge that my attorneys-in-fact, in serving in this capacity at my request, are not assuming, nor is WFM assuming, any of my responsibilities to comply with the Exchange Act, the Securities Act or the rules and regulations thereunder.

This authorization is effective until further notice.

Sincerely,

/s/ Joe Mansueto
Name: Joe Mansueto