

Research and Writing
ENG 215

Quarter
Spring 2014

Professor
Dr. [REDACTED]

In-Class Writing Assignment #5
(Evaluating Critical Thinking, Analytical Reasoning, and Writing Skills)
Tuesday, April 22, 2014

Based on lecture and discussions of reading and critically thinking, write an email/letter addressing the issues stated in the attached assignments. A minimum of one page is required for each assignment.

Demonstrate in the letter/email your understanding of tone, purpose, and context which were discussed in class.

(30 points)

Timeframe

35 minutes

Homework -
due 5/6/14

. Helping out: Message to Whole Foods Market managers. Whole Foods Market has grown into a nationwide chain by catering to consumer desires for healthier foods and environmentally sensitive household products. For instance, meats come from animals that were never fed antibiotics, and the cheese is from cows said to be raised on small farms and treated humanely.

Along with selling these products, the company makes a commitment "to the neighborhood and larger community that we serve and in which we live." Whole Foods not only donates 5 percent of after-tax profits to not-for-profit organizations but also financially supports employees who volunteer their time for community service projects. Many Whole Foods stores donate goods and supplies to soup kitchens in their local communities. Company executives want to encourage this type of activity, which reflects the "Whole Foods, Whole People, Whole Planet" corporate motto.

You are the manager of the Whole Foods Market on Ponce de Leon Avenue in Atlanta, Georgia. You've been quite successful with a program you developed for donating surplus food to local food banks. Top executives have asked you to help other Whole Foods stores coordinate this effort into a chainwide food donation program, "Whole Foods for Life." Ideally, by streamlining the

process chainwide, the company would be able to increase the number of people it helps and get more of its employees involved.

You don't have a great deal of extra money for the program, so the emphasis has to be on using resources already available to the stores. One idea is to use trucks from suburban stores to make the program "mobile." Another idea is to join forces with a retailing chain to give food and clothing to individuals. You've decided that the key will be to solicit input from the other stores so that they'll feel more involved in the final outcome as the larger food-donation program takes shape.

Your task: Write a persuasive e-mail message to all managers at Whole Foods Market, explaining the new program and requesting that they help by pooling ideas they've gleaned from their local experience. Even if they don't have food-donation programs currently in place, you want to hear ideas from them and their employees for this charitable project. With their help, you'll choose the best ideas to develop the new "Whole Foods for Life" program.³⁷