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WHOLE FOODS FACES ANOTHER BOYCOTT

The Left Adds Pressure To Organic Foods Giant

Pro-life activists are not the only people upset with Whole Foods Markets Inc. While the company has been a boycott target due to its support of Planned Parenthood for many years, the tenth largest “natural” food/drug store in the United States is now under fire from the political left. Calls to boycott Whole Foods have come in the wake of a commentary authored by the company’s chief executive officer, John Mackey, which was published in the August 12, 2009, edition of the *Wall Street Journal*.

Just what did Mackey write that made liberals so angry? He criticized “ObamaCare”—President Barack Hussein Obama II’s healthcare reform plan.

Mackey’s commentary opened with a quotation from Margaret Hilda Thatcher, the former British prime minister. “The problem with socialism,” she had said, “is that eventually you run out of other people’s money.” Hmm. No wonder liberals are upset.



Mackey

“With a projected \$1.8 trillion deficit for 2009,” Mackey wrote, “several trillions more in deficits projected over the next decade, and with both Medicare and Social Security entitlement spending about to ratchet up several notches over the next 15 years as Baby Boomers become eligible for both, we are rapidly running out of other people’s money.” He argued that such deficits are “simply not sustainable” and predicted they would “result in unprecedented new taxes and inflation” or bankrupt the United States.

Mackey believes healthcare reform is necessary, but creating another entitlement program is “the last thing our country needs.” The business mogul reasoned that such a program would “create hundreds of billions of dollars of new unfunded deficits and move us much closer to a government takeover of our health-care system.” Mackey wrote that the United States “should be trying to achieve reforms by moving in the opposite direction—toward less government control and more individual empowerment.”

Mackey presented eight ideas that he believes would “greatly lower the cost of health care.” For example, he advocated the repeal of laws and regulations regarding

what insurance companies must cover. “These mandates have increased the cost of health insurance by billions of dollars,” he wrote. “What is insured and what is not insured should be determined by individual customer preferences and not through special-interest lobbying.” (Planned Parenthood certainly would not like this suggestion since the deadly group counts on such lobbying.)

This is enough to make any liberal angry, but Mackey was not finished:

Many promoters of health-care reform believe that people have an intrinsic ethical right to health care—to equal access to doctors, medicines and hospitals. While all of us empathize with those who are sick, how can we say that all people have more of an intrinsic right to health care than they have to food or shelter?

Health care is a service that we all need, but just like food and shelter it is best provided through voluntary and mutually beneficial market exchanges. A careful reading of both the Declaration of Independence and the Constitution will not reveal any intrinsic right to health care, food or shelter. That’s because there isn’t any. This “right” has never existed in America.

Mackey’s article prompted some individuals to threaten to stop shopping at Whole Foods Market, but according to Fox News, after the leftist online “Progressive Review” called for a formal boycott, campaigns began popping up. Popular social networking websites such as Facebook, Twitter, and MySpace all have at least one page each dedicated to the boycott, which served to instantly and significantly raise public awareness of the boycott.

Facebook’s “Boycott Whole Foods” page introduced the campaign by referring to Mackey’s commentary. According to boycott promoters, he had suggested that “healthcare is a commodity that only the rich...deserve and that the problems of our health care crisis should be left to the insurance companies unregulated.” People who support healthcare reform and “honest discussion rooted in facts over myths and propaganda” were encouraged to join the boycott. “The voice of the people must be heard above the for profit interests of the health insurance companies.”



The boycott page on MySpace features an article by Russell Mokhiber, editor of *Corporate Crime Reporter* and an advocate of the “one payer” approach to health-care reform:

John Mackey is a right wing libertarian. He’s a union buster. He believes that corporations should not be criminally prosecuted for their crimes. He has just launched a campaign to defeat a single payer national health insurance system. And he’s the CEO of Whole Foods. Primo hangout of liberal Democratic yuppies.

A portion of Mackey’s commentary referenced the fact that people do not take care of themselves, which leads to preventable medical costs. Mokhiber claimed that he takes “very seriously” his responsibilities in this area:

I try to eat well. And exercise regularly. I also take my responsibility as a citizen seriously. After all, Mr. Mackey, we are all responsible for our own civic lives and our own civic health.

We should take that responsibility very seriously and use our freedom and make wise civic and consumer choices that will protect our nation’s health. Doing so will enrich our civic lives and help create a vibrant and sustainable American society.

That’s why, today, we are calling on all American citizens to boycott Whole Foods.



Mokhiber

Mokhiber said Mackey’s views on health-care reform will result in the deaths of 60 uninsured Americans every day. “Mackey is responsible for these deaths as much as anyone. And we are responsible for putting money into his Whole Food [sic] bank account so that he can continue his campaign without resistance.”

“I know that this boycott of Whole Foods will upset many liberal Democrats,” Mokhiber conceded. Wait just one minute! We thought liberals were opposed to economic boycotts! Chief executives from several corporations that are boycott targets due to support going to Planned Parenthood have accused LDI’s leaders of being “un-American” and “immoral” for using such a strategy. Many pro-abortion activists have made similar statements.

LDI President Douglas R. Scott, Jr., argues that the boycott stemming from Mackey’s commentary is “illegitimate” because the opinion does not necessarily reflect an official position taken by corporation. “This is a matter of a First Amendment right being exercised by an individual who happens to be the chief executive officer of a corporation,” Scott explained. “A boycott must be aimed at the responsible party or parties. Unless boycott organizers can show that that the corporation itself is

advancing Mackey’s point of view, the boycott falls outside the bounds of legitimacy.”

Consider text from a boycott flier being distributed at some Whole Foods Market locations:

We are desperate for an honest healthcare discussion rooted in FACTS but Mackey used his powerful platform and trusted corporate brand to do just the opposite. John Mackey didn’t just give an “opinion” but parroted the myths and propaganda created by the for-profit insurance and pharmaceutical industry together with their well-funded right-wing think tanks and became a part of the misinformation campaign to derail health care reform.

Of course Whole Foods management can run their business however they choose and Mackey can express his opinions freely.

And so can we.

We are choosing to purchase our organic and healthy foods and products elsewhere.

“These boycott organizers are long on misleading rhetoric and short on facts,” Scott alleged. “In reality, Mackey *did* “just give an ‘opinion.’” Any similarity between Mackey’s point of view and those held by other opponents of certain kinds of healthcare reform is immaterial.” Scott said that while it is clearly stated that, “Whole Foods management can run their business however they choose and Mackey can express his opinions freely,” the truth is that neither may do so without facing economic repercussions and public ridicule.



**‘PLEASE RESERVE THIS SPACE FOR MOTHERS TO BE AND PARENTS WITH INFANTS’
Why is this parking space virtually always empty?**

Scott said the new boycott of Whole Foods Market fails to meet several other basic criteria. “Activists need to think twice before calling for a boycott. A boycott should not be utilized on a whim,” Scott said. “It should also not be the tool of first resort. A boycott needs to be well-thought-out and corporate leaders must have been given ample information and opportunity to change the offensive practice” before an economic sanction commences.

“Boycott organizers must make reasonable and clear demands,” Scott said. “In the case of Mackey’s commentary, boycott organizers are making an outrageous demand.” Mokhiber made his marching orders clear in his MySpace piece. “Don’t spend another penny at Whole Foods until John Mackey and his right wing friends are defeated. And single payer [healthcare reform] is enacted.” This makes Whole Foods Market—as opposed to John Mackey alone—responsible for the fate of healthcare reform. “Not only must healthcare reform be enacted in order for the boycott to end, a specific kind of healthcare reform proposal must be adopted,” Scott said. “This is ridiculous on many levels.”



Mackey does have some supporters. Fox News quoted an online blogger, “Guns & Liberty,” who wrote that he will start shopping at Whole Foods Market to “support this man who understands the real needs of this country and it isn’t paying for doctors for a bunch of lazy smelly hippies who need a bath.” Of course, if the corporation should not be punished based on Mackey’s commentary, it is equally foolish to reward it based on those comments.

Remarks by another Mackey supporter were headlined, “Whole Foods Boycott is stupendously [sic] stupid”:

It appears that if you speak out [against] the Socialization of our Nation (or any part of Obama’s Master Plan) you are now subject to being boycotted by Liberals who were just peachy keen on buying your over priced produce and other foods.

I don’t believe I have ever shopped at a Whole Foods store but in light of this stupid boycott nonsense I may stop by to say that I agree that our Country is NOT a socialist [sic] or communist Nation and it should not be following the path of health care rationing, murdering citizens because they are a “burden” to the rest of society (end of life counselors), increased taxation on small businesses, increased taxation on “the wealthy”, and increased taxation on every living human...

“The last thing I would do is sing the praises of John Mackey,” Scott said. “The bottom line is that he is a pro-abortion libertarian and those beliefs apparently mean much more to him than anything else. It is important, however, that we be honest and wise in the ways we approach such matters.”

THE PRAYER PROJECT

Join us in daily prayer for the people who are active in the Pro-Abortion Movement.

July: Judge **Sonia Maria Sotomayor**, President Barack Hussein Obama II’s pick to serve on the Supreme Court; *August:* U.S. Senator **Arlen Specter**, D-Penn.; *September:* **Kathleen Gilligan Sebelius**, pro-abortion Secretary of Health & Human Services; *October:* Vice Presi-

dent **Joseph Robinette Biden, Jr.**; *November:* **John Mackey**, chief executive officer of Whole Foods Market Inc.; and *December:* **Marie C. Wilson**, president of The White House Project; (Sotomayor, Sebelius and Biden *claim* to be Roman Catholic.)

IN YOUR OWN WORDS

LDI provides space for its supporters and detractors to have their say about various issues. If you have a comment/opinion on any issue relating to LDI or life issues, do not be shy! Send it to us!

A Request We Are Happy To Grant

Just want you to know that I have sent sixty boycott letters since I began this project on 3-4-08. To date, I have received nine replies. I feel overwhelmed if I get behind and needed to take a break from November 2008 to May 2009 when I got behind, then began again, being sure not to get behind again. I feel that this is important work but as you said it is not a religion, so I have to be realistic and practical about my expectations of myself. I am a pro life activist and have to remind myself that this is God’s work and I cannot do everything. We all need to be encouraged so I am here to encourage you and be encouraged by you. Keep up the good work.

- Ella Mae Hedgepeth

Thank You

I have really enjoyed receiving your reports over the past 12 months, and I am amazed thinking about how much time and effort you must put in running your organization for such small membership fees. I hope you have many great supporters, and I’ll pray that there would be many more this year. Thank you so much for all you do, and for being such a great inspiration. I wish I was able to give more generously financially; for now, I’ll just have to keep you in my prayers. ☺

- David & Sun Elliott

Loved It

I loved your article “The ‘Failed’ Boycott” (*The Caleb Report*, May-June 2009). I am taping it to the refrigerator to remind my family and friends that our dedication is paying off. We are thankful for the opportunity to serve God in this way and we appreciate you for making it possible. God bless you for your leadership and hard work.

- Deanna Birch

ALL TRICKS AND NO TREATS



Longtime readers of *The Caleb Report* are familiar with the ungodly activities of UNICEF (United Nations Children’s Fund). UNICEF is anything but pro-child.

In an article titled, “A Halloween Trick,” Leo O’Drudy of the conservative think-tank Free Congress Foundation, wrote, “Be wary of a trick this Halloween. A trick being played on many kids, and maybe on you.” O’Drudy wrote about the unknown UNICEF:

Starting in the 1960s, UNICEF changed dramatically from a simple, uncontroversial charity that everyone could support into an aggressive provider of contraception and even abortion. UNICEF has even disturbed the innocence of schoolchildren by promoting these things in schools. Because of this and a number of high-profile corruption scandals, the United States Government withdrew its financial support for UNICEF over ten years ago. The Catholic Church and other major religious and charitable donors have dropped it as well. However, it remains very well funded.

UNICEF is notorious for going to refugee camps with enormous quantities of condoms, abortion kits and other tools to stifle and destroy life, even when the people there are in desperately short supply of water, food, shelter, medicine, and other tools to save life. In fact, UNICEF is so extreme that in 1974, its current chairman, then a New York senator, voted against declaring that a baby who survived an abortion and was born alive is entitled to the same care as other infants born alive.

Unfortunately, hard-core liberal billionaire and United Nations booster Ted Turner has been running ads on CNN and the other networks, especially those that children watch, trying to make “Trick-or-Treat for UNICEF” seem as American as apple pie and as normal as the Salvation Army at Christmastime. Don’t believe it.

What’s so ironic is that UNICEF views kids not as a blessing, but as a problem to be prevented (or eliminated). And yet it cynically and hypocritically exploits the good-heartedness of many kids and their parents to raise money for its destructive work.



“For years UNICEF spokesmen denied promoting contraception or abortion,” wrote Winifride Prestwich in *UNICEF: Guilty As Charged*. She said records prove that “step by step over a 30-year period UNICEF has tied itself to the population controllers and to the anti-life, anti-family attitudes of such organizations as the International Planned Parenthood Federation.”

A study released by the International Organizations Research Group (IORG) documented UNICEF’s ties to abortion and radical feminism. *UNICEF: Women or Children First?* showed that UNICEF helped write many documents that call for increased access to abortion and worldwide legalization of the deadly act.

IORG discovered that UNICEF funded a program run by the militantly pro-abortion Population Council, which holds the U.S. patent for the abortion pill, RU-486. UNICEF has also supported a South African group that targets adolescents with a pro-abortion message.

It is now official UNICEF policy to “Promote and expand access to sexual and reproductive health services, including access to condoms,” the IORG report stated. A high-ranking UNICEF official even called for his group to “make condoms available and accessible for everybody, everywhere and at all times. Abstinence is simply not a realistic option for most young people in the world...”

The evidence that UNICEF has actively promoted the Culture of Death is overwhelming and indisputable:

- In 1987, at the International Conference on Better Health for Women and Children, UNICEF officially endorsed “good quality abortion services.”
- In 1993, UNICEF raised its contribution to the pro-abortion United Nations Population Fund’s (UNFPA) open support for Communist China’s “one-child family” policy from \$2 million to \$5 million.
- In 1997, the Vatican cut funding to UNICEF after the group co-sponsored a manual that endorsed emergency birth control. (Emergency birth control most often causes an early abortion.) UNICEF also refused to provide a detailed accounting of its population control and pro-abortion programs.
- On October 26, 2002, the *Calgary Herald* reported that UNICEF has been straying from its mission for many years. The article, titled “UNICEF’s Other Agendas,” included an interview with Mary Kassian, author of *The Feminist Gospel*. “Hundreds of thousands of children are still dying of TB or malaria, or because they don’t have clean water. And the UN is giving them IUDs...I chose long ago not to support UNICEF and to support those good causes through other agencies that aren’t tainted.”



A UNICEF letter signed by teachers and sent home with children urges participation in Trick-or-Treat for UNICEF. Needless-to-say, the letter does not cover the controversial and radical activities of

the organization:

We’ve been talking about Trick-or-Treat for UNICEF, the annual Halloween campaign that empowers children in the U.S. to make a difference in the lives of their peers around the globe.

Perhaps you participated in Trick-or-Treat for UNICEF when you were a child—it’s a Halloween tradition beloved by generations. For many kids, it was their first introduction to the realities countless children endure every day as they struggle to survive in the face of disease, disasters and other hardships.

Just as important—Trick-or-Treat for UNICEF introduces many children to the idea that they can make a difference in the world by volunteering in service to others.

Now in its 58th year, collections from hundreds of millions of orange Trick-or-Treat for UNICEF boxes total over \$140 million to bring lifesaving relief to millions of children worldwide.

We couldn't do it without gifted parents like you. Your dedication to teach and inspire as a parent is essential to your child's development, just as children are essential to UNICEF's efforts to make Halloween count.

...

I hope we can count on your to champion Trick-or-Treat for UNICEF in your household this year. Not only will you be helping children around the globe, you'll also be doing your part as a parent to help educate our children about the importance of volunteerism... and that is priceless!

Teaching children about helping those less fortunate is indeed important. But teaching children to do so by working with a pro-abortion group is simply wrong and alternatives should be pursued.

Trick-or-Treat for UNICEF is supported by several huge corporations: Proctor & Gamble, Home & Garden Television (HGTV is owned by Scripps Networks), Baskin-Robbins (owned by Dunkin' Brands), Coinstar, Hallmark Gold Crown Stores, and Pier 1 Imports.

UNICEF may have been founded for altruistic reasons. Who could be against providing food, water, clothing, education, and healthcare to children? The problem is not with the founding of UNICEF, but what it has been turned into by pro-abortion and population control zealots.



UNICEF is not the only pro-abortion group using Halloween as a fund-raising opportunity. Planned Parenthood of Southwest and Central Florida (PPSCF) is sponsoring a "Safe Sex Halloween Bash." The organizers promise that all attendees at the \$75 (\$100 at the door) event will receive a "shag bag" containing candy and "other assorted goodies." Several local businesses are sponsoring the event, including Asolo Repertory Theatre, "Creative Loafing" online newspaper, June Simmons Designs, Pelican Press, Sarasota Architectural Salvage, Spotlight Graphics, SRQ Media Group, and "West Coast Woman" online newspaper.

ACTION: Ask Trick-or-Treat for UNICEF sponsors to end their support. Write to: Mr. Robert A. McDonald, President & CEO, The Proctor & Gamble Co., 1 Proctor & Gamble Plaza, Cincinnati, OH 45202; Mr. Jim Samples, President, HGTV, 9721 Sherrill Blvd., Knoxville, TN 37932; Mr. Nigel Travis, Dunkin' Brands Inc., 130 Royall St., Canton, MA 02021; Mr. Paul D. Davis, CEO, Coinstar Inc., 1800 114th Ave. SE, Bellevue, WA 98004; Mr. Donald J. Hall, Jr., President & CEO, Hallmark Corp., 2501 McGee Trafficway, Kansas City, MO 64108; Mr. Alexander W. Smith, CEO, Pier 1 Imports Inc., 100 Pier 1 Pl., Fort Worth, TX 76102

UPDATE: CORPORATE FUNDING PROJECT

Habersham Funding L.L.C. and Takeda Pharmaceutical Company Ltd. are no longer a boycott targets.

"THE WHITE HOUSE PROJECT"

The White House Project [TWHP], a national, nonpartisan, not-for-profit organization...aims to advance women's leadership in all communities and sectors, up to the U.S. presidency. By filling the leadership pipeline with a richly diverse, critical mass of women, we make American institutions, businesses and government truly representative. Through multi-platform programs, The White House Project creates a culture where America's most valuable untapped resource—women—can succeed in all realms.

Based on this description, the mission of TWHP sounds rather positive. After all, what could be wrong with promoting leadership opportunities for women? The introduction continues:

To advance this mission, The White House Project strives to support women and the issues that allow women to lead in their own lives and in the world. When women leaders bring their voices, vision and leadership to the table alongside men, the debate is more robust and the policy is more inclusive and sustainable. By supporting women and the values that allow women to succeed—the full range of health options, security platforms that utilize all our resources, economic stability for all—we work to create an equitable culture.

The same warm feeling could come from reading the group's slogan:

Add Women, Change Culture.
Add Women, Change Business.
Add Women, Change Politics.
Add Women, CHANGE Everything.

George Orwell himself could not have come up with a better example of doublespeak. But pro-life activists have become experts at probing the rhetorical drivel of abortion apologists.

Let's take a closer look at two sections of TWHP's Mission Statement by emphasizing specific words. The group seeks to "support women *and the issues that allow women to lead in their own lives and in the world.*" Hmm. What does that mean?

"By supporting women," the Statement continues, "*and the values that allow women to succeed—the full range of health options, security platforms that utilize all our resources, economic stability for all—we work to create an equitable culture.*" Hmm. And what does *that* mean?

Like most pro-abortion groups, TWHP seeks to convince young people to join its ranks. And by "young people," we mean *young* people.



There is more. TWHP was founded in 1998 by Marie C. Wilson. Just who is Marie C. Wilson? She is cofounder (with Gloria Steinem) and former president of the Ms. Foundation for Women. One of Wilson's more recent creations is a doll—"President Barbie" (left). What's more, TWHP has joined with Girl Scouts of the United States of America to offer the "Ms. President Patch."

Girl Scouts describes the patch on its website:

Do you want to see a woman in the White House one day? The White House Project, an organization that is changing the way people think about women in leadership roles, worked with Girl Scouts of the USA to develop the Ms. President Patch. Take time to celebrate those women who have paved the way in social and political reform, as well as to learn about those who are on the frontlines of government today.

The patch, which is available to girls of all ages and levels (Daisy Girl Scouts, Brownie Girl Scouts, Junior Girl Scouts, and Girl Scouts), is awarded for "participation." This means that girls must merely take part in a number of associated activities to earn the patch. For example, Daisy and Brownie Girl Scouts may select a famous woman and write a story about her. "Here is a list of words sometimes used when talking about leaders," the instructions read. "You may want to use some of these words in your ending to the story: choose, discuss, decide, help, lead, listen, share, solve, plan."



One can tell a lot about a group by those who pay the bills. TWHP donors include: AARP International, American Association of University Women, Denver Women's Commission, Florida International University, Ford Foundation, Gay & Lesbian Fund for Colorado, Girl Scouts of the USA, International Union-UAW, Jewish Communal Fund, Jewish Women's Fund of Colorado, Junior League of Denver, Michigan Education Association, University of Cincinnati, Women's Campaign Forum, Women's College of the University of Denver, Women's Foundation of Colorado, Women's Fund of Greater Milwaukee, Women's Funding Network, and Women's Vision Foundation.

Corporations play a major role in supporting TWHP: American Express, Ariel Capital, Aetos Capital, Best Buy, Chadick Ellig, Citigroup, Clear Channel, Deutsche Bank, Ernst & Young, *Glamour* magazine (owned by Advance Publications Inc.), Hartford Financial Services, Home Box Office (owned by Time Warner Inc.), John-

son & Johnson, Lehman Brothers, Lifetime Entertainment Services, Merrill Lynch & Company, Microsoft, Morgan Stanley & Company, McLaughlin Partners, PricewaterhouseCoopers, Temin & Company, U.S. Steel, and Katten, Muchin & Rosenman. Several of these corporations have a representative serving on the group's Corporate Council.

Not convinced? What if we told you that the Florida Association of Planned Parenthood Affiliates (FAPPA), Ms. Foundation for Women, NARAL Pro-Choice Colorado, the Planned Parenthood Action Council, and Planned Parenthood of the Rocky Mountains are also financial supporters of The White House Project? Planned Parenthood has even been advertising Project events. For example, FAPPA's website includes a page headed, "Florida Go Run Leadership Training":

In conjunction with the Florida Association of Planned Parenthood Affiliates [sic], the White House Project is hosting the *Florida Go Run Leadership Training* and we're inviting you to run!

Florida Go Run is a nonpartisan political leadership training for women throughout the state. Go Run will inspire you to step into leadership. Florida Go Run is for women at every stage of political involvement--whether you plan to run this year, next year, in ten years or if you just want to get more civically involved.

Get Trained. Go Run!

Go Run will inform you about campaign work and demystify the political process. Go Run will equip you with the skills it takes to run for elected office and win.

Whether you're planning your campaign for 2010, helping a friend with her run for office, or want to become more involved in the political process, Go Run will help you get there. From perfecting your fundraising to building your base, Go Run will give you the support and resources to effectively lead.

There is text on FAPPA's webpage that is even more revealing:

IMPORTANT: When completing the registration, please answer "Planned Parenthood" under question 56, "how did you hear about the training?" This is important for tracking purposes...

The White House Project's income in 2008 was more than \$3.3 million. We wonder just how vigorously its leaders will urge *pro-life* women to run for office.

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