

Letter #1

To Everyone Who Should Be Greatly Concerned,

My name is Deborah Krueger. I live in Portland, OR. I am 64 years old, weigh 136 lbs., a pre-diabetic, former bakery manager for a large catering company in Washington state and former chef. I take no medicine of any kind. I control my blood sugar levels strictly by diet.

I am writing to report a company, Julian Bakery 5621 La Jolla Blvd. La Jolla, CA 92037 which is selling bread products using false nutritional facts labels. Specifically, the Julian Bakery Smart Carb#1 Bread which is the one I had tested.

Julian Bakery Claims: Total Carbohydrate	13g	As Tested By Euro Fins:	Total Carbohydrate	23g
	Dietary Fiber	12g	Dietary Fiber	6g
	Net Carbs	1g	Net Carbs	17g
	Protein	12g	Protein	6g

Please see the nutritional facts sheet printed from the Julian Bakery website. Also see the nutritional facts sheet from Euro Fins. Both are enclosed along with the full nutritional analysis from Euro Fins as done through Exova.

I believe Julian Bakery's practices are not only grossly misleading but also very dangerous. Julian Bakery Bread is being sold nationwide and they are playing with the health and the lives of millions of people who are diabetic, pre-diabetic or trying to carefully follow a low-carbohydrate diet. People must be able to trust the FDA required nutritional food facts labels. Imagine how much harm Julian Bakery could be causing to unsuspecting Americans' health. I can not believe any responsible retailer wanting to be part of such a dangerous hoax.

I bought a loaf of Smart Carb#1 Bread at my local Whole Foods Market and tested it on my blood sugar. I had planned to eat 2 slices of the bread, untoasted, with nothing else-no butter etc. for two consecutive days, and to test every 30 minutes for 2 hours. Because my readings were so high the first day I continued testing every 30 minutes for 3 hours with a final test four hours after I ate the bread. I did not test a second day. I thought I would be eating 2 net carbs and it turned out to be 34 net carbs. My glucose meter is a One-Touch Ultra prescribed by my doctor and the prescription filled by my HMO. Below are my test results after eating 2 slices of Julian Bakery Smart Carb#1 Bread.

Date: May 19th 2012

Reading	6:00AM	Fasting glucose	106	ingested bread
Reading	6:30AM		156	
Reading	7:00AM		234*	
Reading	7:30AM		249*	
Reading	8:00AM		209*	
Reading	8:30AM		160	
Reading	9:00AM		136	
Reading	10:00AM		103	

* These are the three highest blood glucose readings I have ever had. All information backed up from September 17th 2010 to present day by a 21 month food diary with testing 2-4 times per day.

What I want:

1. FDA to immediately cease sales of all Julian Bakery Bread.
2. Take down all descriptions and nutritional facts labels from their website until they have had each of their breads certified by a reputable outside testing company.
3. Completely change the names of their breads because of their brand recognition. People have come to rely on the names and do not read the nutritional facts label every time they buy a loaf of Julian Bakery bread.
4. Apologize to the hundred of companies they have sold products to.
5. Recall, at their expense, all Julian Bakery products from retail/wholesale store shelves

Sincerely,
Deborah Krueger
4110 NE 42nd Ave
Portland, OR 97218

Letter #2

Pete,

You called and we spoke on Monday, July 2nd. At that time you said you would be looking into the matter of the Julian Bakery bread based on the information I had sent you. I am following up to find out what you have learned. I gave you the name of Heath Squier, the contact person at Julian Bakery. You said you would keep me apprised and I have not heard from you.

I have been to both of my Whole Foods Markets, the one on Sandy in the Hollywood District and the one on NE 15th both in Portland, OR. Both stores are still carrying and restocking the Julian Bakery breads so I am assuming you and your company will continue to do so.

I have compiled (in part provided by Julian Bakery's own website) information about the lists of ingredients in 21 of their breads. I have attached them for you to look at. I am hoping it will be self explanatory as you are reading the last page. As you will see, the ingredients in these 21 breads are all similar to the SmartCarb#1 bread which is the one I had tested.

Besides whole grain wheat, Julian Bakery uses a plethora of grains that many people may not recognize as grains, but they are still all grains and loaded with carbohydrate. The first ingredient in 8 of the breads is wheat, and the first ingredient of 5 of the breads is Kamut which are not even the worst culprits. Teff is the worst, followed by Brown Rice Flour, Oat Flour and Corn Meal. When looking at the total lists of ingredients, many of these are used in combination. We know that the ingredients list for any food item is listed first to last by weight. For example Manna From Heaven bread lists the first 7 ingredients as kamut, spelt, rye, millet, quinoa, amaranth, and lentils. How can this particular bread have anything other than a high carbohydrate count? Yet Julian Bakery lists the Net Carbs at 2. Are you kidding me? Heath Squier will try to tell you that all his breads have "chicory root inulin" which is pure fiber. This is true. But what Heath fails to say is that for each gram of fiber is an attending gram of carbohydrate. They cancel each other. Nothing in nature has more fiber than carbohydrate.

The name 'Whole Foods Market' means something to people. When they shop in your stores they trust that what they are buying from you is good for them. In the case of the Julian Bakery bread line that you are carrying this is not the case. If I, as one of your customers, know what I know about these breads, what do I not know about some of the other products you sell? Am I to blindly trust that everything else is OK, just not the Julian Bakery Breads? In my particular case that answer is a resounding no. I understand the saying "buyer beware", but when people are unable to trust a nutritional food label on any particular product, we as a nation are in deep trouble. You are standing behind the nutritional food labels of the Julian Bakery bread line by selling them.

The very people who seek out Julian Bakery breads are diabetics and people looking for low carb alternatives. These same people are the most vulnerable and perhaps the least likely to know what most of the ingredients are or what they do to their bodies and I believe that people would not seek out a bread costing \$8.25 per loaf if it did not offer something special, i.e. the low carbohydrate count. Julian Bakery bread is not particularly tasty, so why would anyone pay more than twice the price of tasty bread for Julian Bakery bread?

Diabetes and obesity are national epidemics in this country and will ultimately cost billions of dollars in healthcare-let alone the misery and suffering it causes not only to the people with these problems but also for the people near and dear to them.

I can not stress enough the seriousness of Diabetes and its attending side effects. Blood vessels within the body begin to constrict and harden resulting in poor circulation. Though this condition has the greatest impact on the feet and legs, it is also a contributing factor in heart attacks and strokes.

Diabetes effects include: Numbness or tingling in your feet, and hands, swelling of feet, face, or legs, cramping or pain in the legs caused by cardiovascular problems, thrush, and if you are male, erectile dysfunction. In the latter stages of diabetes there is kidney failure leading to dialysis, foot ulcers leading to foot and limb amputations, diabetic retinopathy leading to blindness, neuropathy, which can strike any part of the body (nerve damage causing excruciating pain) and liver failure.

I am looking forward to your prompt reply.

Sincerely,

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Letter #3

Whole Foods Market
Pacific Northwest Regional Office
15 Lake Bellevue Drive
Suite 100
Bellevue, WA 98005

September 1st, 2012

Re: Julian Bakery Breads-False Nutritional Food Facts Labeling-Diabetes-FDA

Pete Bourgeault,

I did not get the courtesy of a response from my last (second) letter to you and now it is perhaps time to bring out some bigger guns.

On August 2nd, 2012 I purchased two additional Julian Bakery breads with the express intention of having them tested: Their number two selling bread Smart Carb#2 Cinnamon Raisin and Purity Bread. A very nice gentleman by the name of David in the bakery department at my local Whole Foods Fremont store special ordered them for me. I am sure he would remember it.

I have now had both of these breads tested by Exova and Eurofins and the results are enclosed. It turns out that the Smart Carb#2 Cinnamon Raisin is even worse than the Smart Carb#1 that I had tested first and the Purity Bread is not far behind.

According to David, Whole Foods Market was instrumental in helping Julian Bakery expand its facilities and marketing. Under the circumstances, Whole Foods Market is potentially promoting the daily "poisoning" of thousands, of people. Please pull Julian Bakery products from your shelves immediately! I have always liked Whole Foods and I do not want your reputation jeopardized.

As I write, Julian Bakery and Heath Squier are under investigation by the FDA regarding their false nutritional facts labeling.

Please notify me via email as soon as you have discontinued selling Julian Bakery "poison".

I have enclosed a copy of the second letter I sent to you, just in case you did not receive it.

Sincerely,

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Letter #4

Whole Foods Market
Pacific Northwest Regional Office
15 Lake Bellevue Drive
Suite 100
Bellevue, WA 98005

October 18th, 2012

Re: Julian Bakery Breads-False Nutritional Food Facts Labeling-Diabetes-FDA

Pete Bourgeault,

Yesterday Nike, Trek Bicycles, Giro, (bike helmets), FRS, (energy products) Honey Stinger, (energy products) 24 Hour Fitness, Anheuser-Busch, and Radio Shack all dropped their sponsorships of Lance Armstrong. Nike led, quickly followed by the others. The lone holdout, Oakley (sunglasses), which previously said they would wait for the final UCI ruling is reviewing the extensive report from the USADA, as well as their relationship with Mr. Armstrong.

How long does Whole Foods Market continue to stand by Julian Bakery and their products? Another week, another month? Or will Whole Foods be the leader, like Nike, to step up first and distance themselves from a company who has lied to the diabetic and health conscience public for years. Whole Foods is presently riding a very sick horse.

Monday, October 8th, 2012 another FDA complaint was filed against Julian Bakery. This complaint follows a completely different line of deceit. Turns out that Julian Bakery is baking their breads under different labels and selling them through an online outfit going by the name Viva Low Carb under the label Health Express. If you don't believe me then take a look at the Health Express All Natural LC Bread –Sesame, the Health Express All Natural LC Bread –Flax Seed, and the Health Express High Protein Multigrain Bread at <http://www.healthexpressdist.com/health-express/breads.html> Take a good look at the ingredients lists and the nutritional labels of each of these breads. They are virtually identical to the original Julian Bakery Smart Carb#1 bread with the ingredients: Whole Grain Wheat, Sprouts of Kamut, Spelt, Rye, Sesame Seeds, Millet, Quinoa, Amaranth, Ground Flaxseed, Wheat Bran, Oat Bran, Eggs, Undenatured Whey Protein Isolate (90%), Chicory Root (Inulin Fiber), Wheat Gluten, Yeast & Sea Salt, and Sesame Seeds.

Perhaps it is time to finally recognize that Heath Squier and Julian Bakery really are a dishonest company to be associated with. The name Whole Foods is linked in conjunction with Julian Bakery everywhere you go on the internet. Thousands and thousands of people on the west coast say they have purchased these breads at their local Whole Foods.

So Pete, does Whole Foods Market continue to back Julian Bakery or do you take the lead, as Nike did yesterday, and be the first to cut the ties with the Julian Bakery fraud and deceit?

Sincerely,

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Letter #5

David Lannon
Vice President of Operations
Whole Foods Market
550 Bowie Street
Austin, TX 78703-4644

October, 26, 2012

Re: Julian Bakery Breads-False Nutritional Food Facts Labeling-FDA Complaints #127509 & #128637-Diabetes

Mr. Lannon,

This morning in The Wall Street Journal I read an excellent article entitled Dough Rolls Out to Fight 'Engineered' Label on Food. An article regarding Proposition 37 and labels identifying any GMO ingredients in any particular food item on the ballot in California this year and how you and Whole Foods Market are supporting Prop 37, even going so far as to ask your employees to wear a "yes on 37" button.

June 25th, 2012 I sent you, every regional manager and every board member of Whole Foods Market a letter (See Enclosed: To Everyone Who Should Be Greatly Concerned) detailing and including testing that I had done through Exova Laboratories on the Julian Bakery Smart Carb#1 bread which is carried in most all of the WFM in California, Oregon, and Washington along with a few other stores in Nevada and Arizona.

A lot has happened since that original letter. I filed my first complaint with the FDA on July 30th, 2012. (All information sent to FDA is available via email). As a result of that complaint Julian Bakery has completely reformulated the Smart Carb#1 and Smart Carb#2 Cinnamon Raisin breads. I have, in totality now had 3 of their breads tested with Exova. (See Enclosures:

Deborah Krueger) An extremely reputable local bread company here in Portland was so angry about the false nutritional claims these breads were making on their labels that they too had the Smart Carb#1 tested-twice. (See Enclosures: Redacted) One test through Exova here in Portland, OR and one tested through Silliker in Crete, IL. These tests results were even more extensive than mine, but were identical to my results. I have redacted the name because they would be quite familiar to the Pacific Northwest Region.

Now I suppose that it is a good thing that Julian Bakery has reformulated a couple of their breads but there are several questions remaining. Question 1: Why did it take a woman living in Portland, OR to have these breads tested before any changes were forthcoming? Question 2: How many of the remaining 23 breads that Julian Bakery sells still have false nutritional labels?

My contention: Almost all of them. It truly does not take a rocket scientist to look at the lists of ingredients to realize that a slice of Julian Bakery bread has more than 2, 3, 4, or even 10 grams of carbohydrate.

Whole Foods is a chain of grocery markets that stands first and foremost for quality and integrity. I understand that perhaps a few of your vendors may be falsifying their labels but the majority of companies are honest. Julian Bakery is not, and has not been. Gypsy Rose Lee, among other things, was famous for saying "You Gotta Have a Gimmick". Julian Bakery has a "gimmick" alright. It is marketing and selling bread to diabetics and people looking to live a healthy low-carb lifestyle with supposedly low carb bread. Who in their right mind would pay 9.00-10.00 for a tiny loaf of bread if it did not promise something big? If you are a diabetic and need to count every gram of carbohydrate intake, it is extremely important to be able to count on any and all nutritional labels.

Which brings me to my final question: Why in the world would a company with the standing of Whole Foods Market want to continue to support Julian Bakery when it has been lying to the public for years and is clearly in violation of the FDA and its rules and guidelines? I can not for the life of me figure this out. I have sent letter after letter to Pete Bourgeault (See Enclosed Letters) in the Pacific Northwest Office and I am unable to even get the civility of a response. I did not contact him directly, I sent a letter to Joe Rogoff, the President of the Pacific Northwest Whole Foods which was one of the many letters I originally sent to all the regional directors and board members of WFM. Pete is one of only two people who called me and the only person to give me any contact information. He said something to the effect that WFM was concerned and would look into it and get back to me. He never has.

I think it is terrific that Whole Foods is behind a yes vote on Prop 37. All people need to be able to make informed decisions about what they eat and that includes diabetics. We need to know that any piece of bread lists a true carbohydrate count on the label, otherwise that piece of bread turns into poison for us.

I am asking you and WFM to please stop supporting Julian Bakery and its false nutritional labels and advertising. They have been raping people's health for many years and it is time for it to stop.

Sincerely,

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Letter #6

Pete and Venus,

September 24th, 2013

I thought you might like an update on Heath Squier and Julian Bakery. I see that the Pacific Northwest region of Whole Foods (your region) is once again supporting this company by selling their products.

While in the middle of my negotiations with Heath Squier and the riddance of his falsely labeled breads, (end of March/beginning of April) and unbeknownst to me, he was knee-deep in patent infringement. He has new products (Coconut Paleo Wraps) which he has blatantly copied and is having made in the Philippines. Improv'eat www.improveat.com has been making and selling coconut wraps for the last three years with a pending patent ready to issue any time now. I am in possession of an email from Heath who says *HE* has a pending patent. I'd sure love to see that one.

I have no earthly idea why Whole Foods Market continues to support Heath Squier and Julian Bakery. I have re-launched www.julianbakeryinfo.com and have launched a far more extensive website at www.low-carb-scams.com I specifically left out the five letters I sent you and your company because at least your Pacific Northwest region had stopped carrying their products and that has of course, now changed. As time allows I will be putting the six Whole Foods Market letters (to include this one) on the new website for all to read and it shouldn't take me long.

You know what I find kind of funny? In more places than Whole Foods would ever want to admit, people say if you really think you still want to try Julian Bakery Paleo breads then buy them from Whole Foods because...at least you can return them if they are moldy, smell fishy, or taste like a rubber tire. Julian Bakery will not return anyone's money, and that includes taking 3-4 weeks, if ever, to actually receive anything they have ordered. People are charged immediately and wait...and wait...and wait.

You might want to go to the new website and read this particular page <http://low-carb-scams.com/offending-companies/the-bernie-madoff-of-the-low-carb-scam-artists/>

John Mackey? Conscious Capitalism?...I don't think so.

Sincerely,

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