

Jason Hedlund

Principal Category Merchant of Procurement – Seafood

Whole Foods Market, Perishable Purchasing Office | 550 Bowie St. | Austin, TX 78703

Growing up in a family passionate about fishing, from Cape Cod to small ponds and creeks, Jason Hedlund developed a deep-rooted fascination with seafood. Frequent visits to seafood markets across New England and coastal Europe cemented this interest, eventually leading to summer jobs pulling lobster pots in New Hampshire and later Sockeye gillnets in Alaska. Over the years, Jason gained hands-on experience behind seafood counters, learning the intricacies of the industry.

In 2007, Jason joined Whole Foods Market as a Seafood Team Member at the flagship store in Austin, TX, drawn by the company's commitment to sustainable seafood practices. Since then, Jason's career in seafood has spanned roles from store leadership and regional merchandising to seafood procurement, where Jason now leads a team of buyers nationwide as the Principal Category Merchant of Procurement for Seafood. This role has enabled Jason to build meaningful connections with fishermen and farmers, reinforcing Whole Foods Market's dedication to sustainability and quality.

