Sprouts Farmers Market, Inc.
Form 3
July 31, 2013

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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
Â Sanders James Douglas
(Last) (First) (Middle)

11811 N.TATUM BLVD,Â SUITE 2400
(Street)

PHOENIX,Â AZÂ 85028
(City) (State) (Zip)

2. Date of Event Requiring Statement (Month/Day/Year)
07/31/2013

3. Issuer Name **and** Ticker or Trading Symbol
Sprouts Farmers Market, Inc. [SFM]

4. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
_____ Director
_____ 10% Owner
__X__ Officer (give title below)
_____ Other (specify below)
Chief Executive Officer

5. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ 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)

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

SEC 1473 (7-02)

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		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)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

						(Instr. 5)	
Stock Option (right to buy)	Â (1)	05/02/2018	Common stock, par value $0.001 per share (	1,203,125	$ 3.3255	D	Â
Stock Option (right to buy)	Â (1)	05/02/2018	Common Stock	80,208	$ 1.0864	D	Â
Stock Option (right to buy)	Â (2)	05/02/2018	Common Stock	320,833	$ 1.0864	D	Â
Stock Option (right to buy)	Â (3)	05/02/2018	Common Stock	320,834	$ 1.0864	D	Â
Stock Option (right to buy)	Â (1)	08/23/2019	Common Stock	68,750	$ 6.0145	D	Â
Stock Option (right to buy)	Â (1)	08/23/2019	Common Stock	11,458	$ 3.7755	D	Â
Stock Option (right to buy)	Â (4)	08/23/2019	Common Stock	103,125	$ 3.7755	D	Â
Stock Option (right to buy)	Â (5)	08/23/2019	Common Stock	91,667	$ 3.7755	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Sanders James Douglas 11811 N.TATUM BLVD SUITE 2400 PHOENIX,Â AZÂ 85028	Â	Â	Â Chief Executive Officer	Â

Signatures

Brandon F. Lombardi, Attorney-in-Fact for James Douglas Sanders	07/31/2013
**Signature of Reporting Person	Date

Explanation of Responses:

***** 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).

(1) Presently exercisable

(2) Options become exercisable in equal installments at the end of each calendar quarter through June 30, 2014.

(3) Options may vest at the end of fiscal 2013 or fiscal 2014, provided certain corporate performance targets are met.

(4) Options become exercisable in equal installments at the end of each calendar quarter through September 30, 2015.

(5) Options vest at the end of fiscal 2013, fiscal 2014 or fiscal 2015, provided certain corporate performance targets are met.

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

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