Sprouts Farmers Market, Inc. Form 3 July 31, 2013 FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 OMB APPROVAL OMB Number: 3235-0104

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 <u>*</u> Boney Shon A. | | | 2. Date of Event Requiring Statement (Month/Day/Year) | 3. Issuer Name and Ticker or Trading Symbol Sprouts Farmers Market, Inc. [SFM] | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|----------|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------|--|--|
| (Last) | (First) | (Middle) | 07/31/2013 | 4. Relationship of Reporting Person(s) to Issuer(Check all applicable) | | | 5. If Amendment, Date Original Filed(Month/Day/Year) | | |
| 11811 N.TA | TUM | | | | | | | | |
| BLVD, SU | JITE 2400 | | | | | | | | |
| | (Street) | | | X Director 10% Owner | | Owner | 6. Individual or Joint/Group | | |
| DUOENUN | Officer Other (give title below) (specify below) | | | | | Filing(Check Applicable Line) _X_Form filed by One Reporting Person | | | |
| PHOENIX, AZ 85028 | | | | | | | Form filed by More than One Reporting Person | | |
| (City) | (State) | (Zip) | Table I - N | Non-Derivat | ive Securiti | es Bei | neficially Owned | | |
| 1.Title of Secur (Instr. 4) | ity | | 2. Amount o Beneficially (Instr. 4) | | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nat Owner (Instr. | * | | |
| Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02) | | | | | | | | | |
| Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. | | | | | | | | | |
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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 | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|-----------------------------------------------|----------------------------------------------------------------|--------------------|--------------------------------------------------------------------------------------|----------------------------------|---------------------------------------------|------------------------------------------|----------------------------------------------------------------|
| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Derivative Security | | |

January 31,

2005

0.5

Expires:

response...

Estimated average burden hours per

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| | | | | | | (Instr. 5) | |
|-----------------------------|-------------|------------|---------------------------------------------------------|-----------|-----------|------------|---|
| Stock Option (right to buy) | (<u>1)</u> | 05/02/2018 | Common stock, par value \$0.001 per share (| 1,375,000 | \$ 3.3255 | D | Â |
| Stock Option (right to buy) | (1) | 05/02/2018 | Common Stock | 91,667 | \$ 1.0864 | D | Â |
| Stock Option (right to buy) | (2) | 05/02/2018 | Common Stock | 366,667 | \$ 1.0864 | D | Â |
| Stock Option (right to buy) | (<u>3)</u> | 05/02/2018 | Common Stock | 366,666 | \$ 1.0864 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | |
|------------------------------------------------------------------------|---------------|-------------------|---|-------|--|--|
| 1.0.0 | Director | 10% Owner Officer | | Other | | |
| Boney Shon A. 11811 N.TATUM BLVD SUITE 2400 PHOENIX, AZ 85028 | ÂX | Â | Â | Â | | |
| Signatures | | | | | | |
| Brandon F. Lombardi, Attorney-in-Fact for Shon A. 07/31/2013 | | | | | | |
| <u>**</u> Signature of Reporti | 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 vest at the end of fiscal 2013 or fiscal 2014, 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. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.