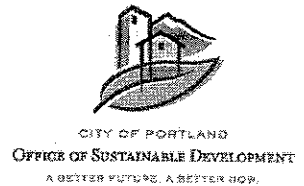


2008 BEST AWARDS

biz + environment = excellence



APPLICATION FOR BEST PRACTICES FOR SUSTAINABILITY CATEGORY

Awarded to a company for its comprehensive commitment to sustainability in day-to-day operations.

Part A: Company Information

- 1) Company Name **New Seasons Market**
- 2) Number of Employees **1721**
- 3) Type of Business **Local Retail Grocery Stores**
- 4) Contact Name **Heather Schmidt**
- a) Phone Number **503.517.9854**
- b) Email Address **heathers@newseasonsmarket.com**
- 5) Same
- 6) Mailing Address (Street, City, State, Zip) **2004 N. Vancouver Ave., Portland, OR 97227**
- 7) Same
- 8) Website **www.newseasonsmarket.com**
- 9) Summary description: **Locally owned and operated, New Seasons Market is committed to promoting sustainable agriculture, community involvement, and a progressive workplace. Buying locally and sustainably isn't just a business model for us. It's a passion and a way of life that we believe in supporting--from farm to plate to compost. We believe in the full circle.**

Part B: Project Information

- 10) Describe your company's approach to sustainable practices in the following areas, including quantitative and qualitative results of the activities described.
 - a) Energy conservation/use of renewable energy
New Seasons Market is a leader in sustainable practices. In conjunction with aggressive energy conservation practices, we also increase energy savings through preventative maintenance and cleaning of store equipment.
 - We use **10% wind power**.
 - Our newer stores have **ambient light sensors** near the skylights that reduce the lighting by half when the outdoor light is sufficient to operate the store.
 - We **reclaim waste heat** from our refrigeration systems to heat water in our stores.
 - In 2005, working in part with a grant from the Energy Trust, we converted our oldest store from T12 fluorescent lights to the far more **energy efficient T8 bulbs**. Our other stores have always used T8 bulbs.
 - Our stores are always occupied by our staff, but we use **selective lighting** at night, lighting only areas that will be used by our night crews.
 - We opted for **pulsed heaters** on our freezer doors that use only the amount of energy necessary to keep them free of ice.
 - We use **energy-efficient motors** on all our HVAC and refrigeration units.
 - b) Alternative transportation (employee commute trips, customer trips and/or company operations)
We're huge advocates of alternative methods of transportation. Besides driving our own biodiesel-blend delivery vans, we encourage both our customers and employees to use mass transit, ZipCar and bicycles in the following ways:
 - **BTA Bike Commute Challenge:** All nine of our stores participated in the 2007 Bike Commute Challenge, which promotes employee use of bicycles to get to work. Nearly 300 staff participated in the statewide event and we rewarded them with 173 gift cards. Arbor Lodge placed first in the state for the second year, Seven Corners was fourth, Concordia was sixth, and Sellwood was twelfth.
 - **Bike storage:** We have bike stables and cages in non-sales areas for employee use, and ample bike stables outside our stores for our customers' use.

2008 BEST AWARDS

biz + environment = excellence



CITY OF PORTLAND
OFFICE OF SUSTAINABLE DEVELOPMENT
A BETTER FUTURE. A BETTER NOW.

- **Biodiesel delivery vans:** Since the start of our Online Shopping delivery program, we have fueled our vans with a B20 biodiesel blend (from our own Deli grease). We prevent up to 240 trips to the grocery store per day and potentially save over 80 metric tons of carbon dioxide per year.
 - **ZipCar (formerly FlexCar):** New Seasons Market teams with ZipCar to provide parking spaces near most of our stores and we offer our employees and customers up to \$60 of free ZipCar use.
 - **Bus pass discount:** We offer our employees 20 percent off the purchase of bus passes.
 - **Partnered with FlexCar for the Low-Car Diet:** We provided unlimited free Online Shopping deliveries to Low-Car Diet participants.
- c) Water efficiency
- We've installed **knee-operated hand-wash sinks** to reduce the amount of time the water is on while hand washing in food preparation areas.
 - All of our stores and main office have **low-flow toilets** to reduce water.
- d) Waste reduction/pollution prevention
- New Seasons Market has been identified as a community leader setting a high standard for sustainable efforts. The Portland Composts! program recently rated our participation as the highest possible and well above other Portland grocers. We have always made a concerted effort to reduce our environmental footprint. In every department in our store (and behind the scenes) we have programs in place to reduce our waste. For example:**
- **Food Waste:** NSM has been composting for over five years, many years ahead of others in our industry and Metro region, and we increase our participation every year. All stores have a comprehensive composting program and Green Teams. In 2006, NSM's compost represented 12% of all the compost waste at the regional transfer station and in 2007 that increased to 13%. Imagine, only 8 stores (Happy Valley is not included in stats yet) collected 13% of the Metro region's compost. One store alone, Seven Corners, collected nearly 2½% of the Metro region compost! With the team effort and passion put forth by our staff, between 2006 and 2007, NSM increased its compost by 1,132,000 pounds, which is over a 50% increase in compost tonnage.
 - **Internal Recycling:** Unlike others in the grocery industry who might focus on only recycling cardboard and common items like paper, we have implemented a comprehensive program in which we divert from waste every recyclable material possible. We do this by setting up separate collections, contracting with the appropriate companies or hauling it ourselves, working with Green Teams, and educating our staff. We recycle **1) all of our hard plastics, 2) all plastic film and bags, 3) cardboard, 4) metal and paper, 5) glass, 6) styrofoam peanuts, 7) styrofoam block, 8) the gamut of batteries and light bulbs, 9) all electronics and media such as DVD's, cell phones, and ink cartridges, 10) and our Deli grease**. As an example, at our Seven Corners store in one average week, we recycle 20 large patio bags of plastic film, 5 large patio bags of hard plastics, and 40 roll carts of commingled recycling among our other recyclables.
 - We have initiatives for **paper reduction** such as printing on double-sided, reusing paper, and making pricing and Deli signs into notepads.
 - Our main office and store break rooms make **use of tableware and flatware** to avoid and reduce use of disposables.
 - **Compostable containers:** The Deli and Demo at all of our stores use compostable coffee cups, coffee sleeves, sugar cane sampling and to-go containers, and compostable cutlery.
 - **Community Recycling:** We offer recycling at each of our stores for some of the hard-to-recycle items that aren't picked up curbside, such as #2 & #5 plastic tubs (like those from yogurt and sour cream) and #2 & #4 plastic bags. We also offer paper bag recycling as a convenience.
- e) Sustainable purchasing
- There are a number of things mentioned elsewhere on this application that would fall into this category. Our use of recycled building materials, recycled containers in our food service areas and our choice to purchase reconditioned equipment all could be included here, as well.**

2008 BEST AWARDS

biz + environment = excellence



CITY OF PORTLAND
OFFICE OF SUSTAINABLE DEVELOPMENT
A BETTER FUTURE. A BETTER NOW.

- **Supplier priority:** We give first priority to local, sustainable farmers, ranchers and manufacturers when we stock our shelves.
- **Purchase of recycled content** office supplies such as office paper, folders, and our grocery bags.
- **Purchase of used furniture and office supplies:** The dishes used in the main office are from a local thrift store and most of the office furniture came from an office closing shop next door. Our stores utilize the same reuse and repair practices.
- f) Promoting a sustainable built environment (e.g. green building, storm water management, sustainable landscaping)
 - **Bioswales:** We've created bioswales, a series of planter-like ditches, and rain sculptures to divert storm water from the sewers at three of our stores. The bioswales are full of native plants that help take up the water, create bird habitat, and improve the water quality and livability of our city. Over 1 million gallons of rain water per year cycle through bioswales at our Seven Corners store alone.
 - **Green Roof:** A portion of our Arbor Lodge location's roof is a "living roof" of plants and soil which divert runoff from the sewers.
 - **Recycled building materials:** We use recycled building materials in wall construction, and implement other recycled items such as paint, carpet and rubber bumper guards. At our most recent store, Happy Valley, we used recycled-content carpet, tabletops, and concrete flooring and the community table was crafted from reused wood. When we remodel, we use as much of the existing material as possible, and have been known to move entire wall slabs around. We also recycle concrete to use as parking lot fill, when appropriate.
 - **Equipment and shelving:** We purchase reconditioned equipment and shelving fixtures when possible. For example, at Happy Valley, we purchased a used pizza oven, Hobart mixer, and oven.
- g) Encouraging adoption of sustainable practices among customers, suppliers and/or peers

This is the backbone of who we are. Our primary goals include educating our customers about why it's important to know where our food comes from, motivating our suppliers to use sustainable business practices by giving preference to those whose values match ours, and sharing information about how choices impact the future of our food supply.

 - **Home Grown Products:** Our local partnerships make it easy to support the farmers, ranchers, fishers, vintners, brewers, cheese makers and manufacturers who make up our regional food system. Our Home Grown products are grown, caught or produced in Oregon, Washington, or Northern California and can be easily identified by the raindrop logo or by the yellow shelf tags throughout our stores. We display the country, state, and/or farm of origin on all the meat, seafood and produce in our stores. We continue to increase the number of sustainably farmed acres in Oregon, Washington and Northern California through our personal relationships with local suppliers.
 - **Home Grown Videos:** We hit the road with our video camera so that our local farmers, fishers, cheese makers and ranchers can tell the stories behind sustainable and Home Grown food.
 - **Pacific Village Label:** We believe in supporting local farmers so much that we donate a portion of sales from our private label Pacific Village products to all fourteen farmer's markets as well as to other programs like the Ecotrust Food and Farms Program. Pacific Village products include Home Grown butter, beef, buffalo, chicken, milk and pork. So far we have donated over \$100,000. While many supermarkets' private labels are substitutes of brand name items shipped from all over the world, our label is local and builds on lasting partnerships with local family farms.
 - **Certified organic bakeries:** We were the first grocery store in the nation to have certified organic bakeries.
 - **Sustainable Seafood Program:** Our Sustainable Seafood Program includes implementation of the Seafood Watch color chart. All of our seafood has green, yellow or red labels corresponding with the level of seafood sustainability. This helps our customers to make educated choices that impact their health and the sustainability of our planet.
 - **www.newseasonsmarket.com:** The primary goal of our home site is to educate our customers about sustainability and buying local, and to create a space for community discussion. Our Home Grown videos and profiles, all produced in-house, show where our local food comes from and

2008 BEST AWARDS

biz + environment = excellence



CITY OF PORTLAND
OFFICE OF SUSTAINABLE DEVELOPMENT
A BETTER FUTURE. A BETTER NOW.

makes the farm-to-plate connection. The site features pages and links about sustainable farming, eating organic, recycling, bioswales, and alternative transportation. Our CEO, President, and select store staff also blog about food, sustainable farming, food legislation and the environment.

- **Online Shopping:** We reduce trips to our stores by delivering in our biodiesel-blend vans. Plus, customers can sort products by categories like Home Grown and Organic, making sustainable choices convenient.
- **Tours:** We lead community group education tours of our stores to highlight various sustainable practices including our bioswales, produce and products, and composting and recycling program.
- **Bag refund:** To encourage bag reuse and reduce waste, we refund our customers \$.05 for each of their own grocery bags that they supply. We also have up to 20 styles of reusable bags for sale at our stores ranging from \$1.50 to \$30. We purposely merchandise bags near the register and in gift areas and have styles and sizes to match the needs of most people.
- **Our Nutrition Program:** We believe basic health and nutrition information should be available to everyone. Our trio of staff nutritionists offer free nutrition counseling and teach Wellness classes.
- h) Promoting social equity
 - **Breastfeeding-Friendly Employer:** First retailer to earn this DHS certification. In addition to a formal policy, we provide a designated private space in each of our stores for breastfeeding moms.
 - **Benefits:** New Seasons Market believes in making health benefits accessible to all of our staff, so we provide Medical, Dental and Mental Health Insurance for any employee who works at least one shift a week. Benefits extend to their spouse or live-in partner, and any eligible dependants. Our plan covers naturopathic and chiropractic care as well as traditional medicine.
 - **Awards:**
 - Portland Citizen Disability Advisory Committee (2007)
 - Oregon Ethics in Business Award (2005)
 - The Urban League of Portland's Equal Opportunity Award (2004)
 - St. Andrew's Church's Dr. Martin Luther King Award for Social and Economic Justice. (2004)
 - Governor's Gold Award (2004)
 - **Staff Discount:** All New Seasons Market staff members, their spouse or live-in partner, and dependents receive 20% off their purchases in our stores.
 - **Community Outreach:** Our recruiter, Bill Tolbert, partners with Outside In, Career Opportunities for Youth, and New Avenues for Youth to help kids in less-than-ideal situations learn interview skills to get hired and stay employed. We have also been active in hiring participants in these programs.
 - **Job Fairs:** When we're hiring for a new store, we hold job fairs in the community where the store will be located, ensuring that we can support the local community.
- i) Community service and civic involvement
 - Our first annual 2007 **employee initiated Home Grown Music & Arts Festival** was organized by staff for staff. A dozen talented employee artists displayed and sold their jewelry, paintings and clothing, and twenty employee bands and solo acts performed at the Wonder Ballroom in a fundraiser for the Old Library Studio and p:ear. We're already planning the 2008 event!
 - Our annual **staff initiated Holiday Staff Art Fair** held at Concordia showcases our staff's artwork and crafts while also benefiting the Oregon Humane Society by donating a portion of the sales.
 - Our Concordia store provides the **Nursing Mothers' Council of Oregon's** breastfeeding hotline and will pay the total cost of the phone line for 2008.
 - **Meals on Wheels:** Employees are paid hourly wages to go on delivery routes. So far, two of our stores have transitioned to **using bicycles and trailers for their routes** (a staff initiated program), and staff have made this the preferred mode of meals transport.
 - **Loaves and Fishes:** 50 cents from each loaf of our sourdough bread goes to the Loaves & Fishes Meals-on-Wheels program, totaling more than \$86,000 since opening our first store. In the days leading up to Thanksgiving 2007, our customers helped us raise \$116,250 for Loaves and Fishes. That's 40,086 meals for seniors in our community--13,000 more meals than 2006!
 - **Think Local First:** We're a continuing co-sponsor of this campaign since 2004.

2008 BEST AWARDS

biz+ environment = excellence



CITY OF PORTLAND
OFFICE OF SUSTAINABLE DEVELOPMENT
A BETTER FUTURE. A BETTER NOW.

- **Scrip:** In 2007, we donated \$139,011 in Scrip Cards for local schools, which totaled 5% of the total gross sales of cards. In the past eight years, we've raised over \$2 million for our local schools.
- **Donation program:** In 2007, we donated to over 500 different organizations dedicated to fighting hunger, protecting the environment and educating our youth.
- **Benefit Barbeques:** We did eight barbeque benefits in 2007 to raise money for such organizations as the Wetlands Conservancy, Community Warehouse, and Morning Star Baptist Church. 100% of the proceeds from our benefit barbeques go to the beneficiary.
- **Cans for Kids & School Fruit:** Through the combined efforts of these two programs, in 2007 we donated almost \$60,000 to schools foundations nearest to each contributing store.
- Every Wednesday, we offer a **10% discount** to senior citizens 65 and better.
- Our Pacific Village Grant program generated \$50,000 in 2007, the majority of which provided **sponsorships for fourteen Farmers' Markets.**
- In 2007, we sponsored the PP&R **Summer Concerts Series** in three parks.
- Each of our stores has **local community art on display**—everything from professionals hoping to sell their work to the neighborhood school's classroom art.

11) Describe the role of company leaders and employees in developing and implementing sustainable practices.

It is the shared vision of our company leaders and staff that together create a sustainable business and maintain that ethic throughout our growth.

Brian Rohter, our CEO, is the model of leading by example. He rides his bike to work most days, and if he has to drive, he uses ZipCar. He's been delivering to his Meals-on-Wheels route for over 10 years, and has consulted with many non-local entrepreneurs about starting their own local neighborhood markets based on New Seasons Market's sustainable business model. He's a very active participant in this community, including his involvement as co-chair of the Portland/Multnomah Food Policy Council, as member of the Advisory Committee for the Portland Public Market, and a board Member of Loaves & Fishes. Another company leader, our President **Lisa Sedlar**, is on the board of the Oregon Food Bank and also on the Portland Public Market's Advisory Committee.

In addition to our company leaders we have passionate staff playing an integral role in the development and sustainability of the company. In 2007, we set up Green Team Committees in all nine stores, the first being prompted by a staff member at Arbor Lodge. The committees meet each month and work on both company initiatives and community-based projects. They work as a team to facilitate and improve composting and recycling, organize neighborhood clean-ups, and assist with sustainable events such as the BTA Bike Commute Challenge this year. We also have several staff-initiated and organized programs such as the Meals on Bike Wheels, Home Grown Music and Arts Festival, BTA Bike Commute Challenge, and the Holiday Staff Art Fair.

12) Has your company received other recognition for sustainable practices? From whom?

- Mayor's Award for Design Excellence for the sustainable building design of our Arbor Lodge store
- Oregon Tilth Organic Handler of the Year (2005)
- Oregon Ethics in Business Award (2005)
- Governors Gold Award (2004)
- Portland Rotary Club Environmental Achievement Award (2003)
- Sustaining Sponsor of the Sustainable Business Network of Portland and Partners in Diversity

13) Please add anything else you would like our judging team to know about your company.

"Buy Local" and "Sustainability" may be hot new catchphrases in the business world, but to us they've always made sense. Our sustainable practices and ethic infuses every layer of our company, setting us apart from others in the industry. We're proud to be a local business with a genuine commitment to our staff and to our community.