



For Immediate Release

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New Seasons Market and its Customers Contribute \$1 Million to 231 Local Nonprofits Through Bag It Forward Program

Collecting more than \$227,850 in 2022 alone, innovative sustainability initiative prevents waste of 20 million single-use grocery bags while benefiting community organizations

Portland, Ore. (Feb. 8, 2023) – [New Seasons Market](#) and its customers have contributed \$1 million to 231 Portland-area based nonprofits through the grocer’s [Bag It Forward](#) program, which launched seven years ago.

“The success of our Bag It Forward program is a testimony to our customers’ earth-conscious shopping practices and our front-end staff’s hard work,” said Joemil R. Santos, food equity program supervisor at New Seasons Market. “What I love most about our program is how the simple act of bringing in your own reusable bags amounts to meaningful community impact. Since 2016, we have partnered with more than 250 mission-driven non-profits that support food equity and access, neighborhood education programs, and environmental action and justice.”

The program, which collected more than \$227,850 in 2022 alone, encourages customers to bring reusable bags when they grocery shop. Every time they do so, New Seasons donates 5 cents to one of three nonprofits selected specifically for each store, which rotate bi-yearly. Bag It Forward beneficiaries fall within New Seasons Markets’ three tenants:

- Food access and equity
- Neighborhood education programs
- Environmental action and justice

“New Seasons Market has been a long-time community partner of p:ear. They have not only given financially, but New Seasons Market staff have served as volunteers, coming to p:ear to prepare meals for our youth, and they have been one of our largest donors of fresh foods on a weekly basis,” said Brandie Rajbhandari, development director for p:ear. “This support has helped our kitchen program greatly, to continue to serve fresh high quality meals to the young people who come to p:ear. We are so grateful for their continued generosity and active, consistent outreach.”

Not only does Bag It Forward represent an influx of dollars to organizations working toward the betterment of the community, but it also prevents the waste of single-use grocery bags; 20 million to-date, to be precise.

“We’re always looking for innovative new ways to support sustainable initiatives, one of them being reducing single-use materials in our stores,” said Athena Petty, senior manager of sustainability at New

Seasons Market. “This program is one where we can truly measure our impact while engaging with our broader community, including partners, staff and customers.”

Per House Bill 2509, grocers are required to charge at least 5 cents for paper or reusable plastic bags, which – for most businesses – allows them to recover costs. However, unlike most retailers, New Seasons Market reinvests these dollars to fund sustainability programs, including recycling events, packaging and regenerative agriculture.

“At the very heart of Bag It Forward is our staff, who are the first line of communication with our customers, promoting the program and encouraging the reuse of bags,” said New Seasons Market CEO Nancy Lebold. “I also must thank our customers, who have prioritized this sustainable and philanthropic initiative. Without their dedication to remembering their bags, which I personally know can be a challenge, this program and its impact would not be even close to this momentous milestone.”

Coinciding with Bag It Forward’s milestone, New Seasons Market’s [Gift It!](#) program has reached \$100,000 in donations, including nearly \$26,000 in 2022. Enabling customers to “gift” their [Neighbor Rewards](#) dollars to featured local partners, this program has supported such initiatives as [Meals on Wheels People](#) and [APANO](#).

“Since day one, we’ve donated 10 percent of our after-tax profits to local organizations committed to sustainability and social responsibility,” continued Lebold.

New Seasons Market [recently announced](#) that it contributed nearly \$1.2M to community initiatives.

About New Seasons Market

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of its staff, partners, neighborhoods, and the environment to growing a sustainable business, it’s doing what it loves with a commitment to cultivating a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, Ore., New Seasons Market is now a team of nearly 2,700 passionate staff across 19 stores in Oregon and Washington, serving a unique mix of locally sourced and organic items, as well as classic grocery favorites and chef-made grab-and-go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves. For more information, visit newseasonsmarket.com.

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