

IMPACT METRICS

As a certified B Corp, New Seasons Market continuously tracks the objectives, goals and performance for the metrics most material to our social and environmental impact. We set goals annually and work to make progress each year. In 2024, we set goals to engage our community, reduce our environmental footprint, and support our food shed. While we made progress, we fell short of our goals in some areas, including our landfill diversion and short-term food waste reduction goal. We will continue to set goals that align with our values and will report both our successes and shortcomings as we continue this journey. Please see more details on each of our Impact Metrics below.

	IMPACT AREA	METRIC	RESULTS	2025 GOAL and beyond
COMMUNITY				
	COMMUNITY SERVICE	Through our Lend A Hand program (LAH), all staff members get eight paid hours annually to participate in community service with a nonprofit of their choice to help foster community engagement and continue to do more good.	2024: 1000 hrs. 2023: 849 hrs. 2022: 905 hrs. 2021: 537 hrs.	2025: 1050 hrs.
	CHARITABLE DONATIONS TO FOOD EQUITY AND ACCESS	We engage our customers in giving through community giveback programs. This includes Bag it Forwards, Cans for Kids, Gift It, Bloom 1%, and our annual fundraisers, Donate Dinner and Nourish our Neighbors. We look to increase customer giving year over year.	2024: \$868,806 , goal not achieved 2023: \$864,500 2022: \$756,317 2021: \$622,315	2025: \$907,025
PROGRESSIVE EMPLOYER				
	INCLUSIVE WORKPLACE	Diversity reflects the outcome of inclusive practices and culture. When belonging is embedded in leadership, policies, and daily interactions, people from diverse backgrounds can thrive at New Seasons. From hiring to retention to engagement to growth—we aim to show that inclusion is not about intent but instead about impact that is woven into our business practices.	2024*: 24% of our employees identifying as global majority	2025: 25% of our employees identifying as global majority. With an additional goal of 15% in leadership/management.
REGIONAL FOOD ECONOMY				
	NEW SEASONS PARTNER BRAND SOURCING	Our New Seasons Partner Brand private label program is all about keeping it local and partnering with makers and growers who produce food that is good for people and planet. To this end, New Seasons private label is focused on increasing sales from certified organic or regenerative products in our product line.	2024: 36% 2023: 22%	2025: 40%
ENVIRONMENT				
	REDUCING OUR CARBON FOOTPRINT (SCOPE 1 & 2)	We have set a target to reach a 45% greenhouse gas (GHG) reduction by 2026 and reach net zero emissions for scopes 1 and 2 by 2030 from our 2021 baseline. We will purchase high-quality GHG credits to compensate for any remaining emissions that cannot or have not otherwise been reduced. Our baseline has shifted to 2021 because of the closing of our Central Kitchen and impact from the pandemic.	2024: 8,408 MT CO2e This represents a 21% improvement in emissions reduction over our baseline. New Seasons Market offsets 100% of its Scope 2 emissions through the purchase of third-party verified Renewable Energy Credits (RECs), effectively reducing market-based Scope 2 emissions to zero. (Total location-based Scope 1 & 2 emissions = 16,027 MT CO2e). 2023: 9,540 MT Co2e 2022: 7,595 MT CO2e 2021: 10,610 MT CO2e (baseline)	We have achieved a 25% improvement in carbon intensity when normalized with revenue = 13.4 MT CO2e/\$MM revenue.
	EMISSIONS ASSOCIATED WITH REFRIGERANT LEAKS	Reducing refrigerant leaks is one of the most effective climate actions a grocery store can take, as refrigerant leaks are a major source of greenhouse gas emissions.	2024: 4,470 MT CO2e (a 22% improvement over 2023)	2025: 10% reduction over 2024
	LANDFILL DIVERSION RATE	Diverting waste is of paramount to our company, customers, and the planet. We work to reduce our operational waste footprint and increase the percentage of waste diverted from landfills—through reduction, reuse, recycling, and composting efforts.	2024: 67% , missing goal by 1pt 2023: 66% 2022: 64% 2021: 57%	2025: 68% landfill diversion rate.
	WASTE REDUCTION	As a grocer, reducing food waste is one of the most effective ways to mitigate climate change. We're continuously refining practices, learning about and implementing new technology, and reevaluating our operations to reduce food and product waste.	2024: 4.28% of sales , missing goal, but 6.3% improvement over 2023 2023: 4.59% total waste 2022: 4.36% total waste 2021: 4.56% total waste (baseline)	2025: Reduce waste to 3.92% of sales. Reduce our food waste 50% by 2030.