NEW SEASONS MARKET CELEBRATES EARTH DAY, RELEASES ANNUAL IMPACT REPORT ON SUSTAINABILITY AND SOCIAL RESPONSIBILITY

PORTLAND, Ore. – April 19, 2018 – To coincide with this week’s Earth Day celebrations, New Seasons Market has released the company’s annual Impact Report for 2017. The report highlights efforts made by New Seasons to deliver on its mission as the ultimate neighborhood grocery store, cultivating good for generations to come.

Some details within the 2017 Impact Report include:

• New Seasons Market decreased its water usage across all stores by 15 percent over the previous year. Additionally, 15 percent of the organization’s total electricity load came from renewable energy credits.

• The grocery store saved 1,120 rolls of register tape through the use of email receipts for customers—that’s 700 miles worth of paper saved!

• More than 30 percent of staff members participated in the company-wide Lend A Hand program, volunteering with nonprofits in Oregon, SW Washington and the Seattle area by cooking meals for the homeless, rebuilding trails, delivering meals to seniors and volunteering in local schools, for example.

• The community, in partnership with New Seasons Market, raised more than $230,000 through their Bag It Forward and Cans for Kids programs, which benefit local non-profits and K-12 schools.

• New Seasons Market donated over half a million dollars to organizations and programs working towards eradicating hunger, an 18 percent increase on 2016 donations. The company also supported more than 1,000 local organizations and made more than 1,200 direct donations back to the communities they serve.

Said Kristi McFarland, New Seasons Market Co-President and Chief People Officer, “When New Seasons Market was founded more than 18 years ago, we made a commitment to creating a fun, friendly neighborhood store where customers can make a connection to who and where food comes from. We are passionate about good food and good people, and this year’s Impact Report is a direct reflection of how we bring that to life within our stores for our neighbors and our communities.”

In an additional effort to minimize its environmental footprint, New Seasons Market also announced today that the company is eliminating all plastic straws from store locations in Oregon and Washington starting on Earth Day Weekend on April 21 and April 22. The plastic straws will be replaced with paper alternatives to help reduce litter and ocean plastic.

“At New Seasons, it’s important that we understand our impact on the planet, and take actions that make us better environmental stewards, one effort at a time,” said Athena Petty, Sustainability Program Manager. “Whether it’s thinking creatively about how to address the
global plastics recycling issue to working to reduce food waste and educating our customers on its impact, we are committed to working with our communities to make a difference, both big and small.”

Customers can also partake in New Seasons’ Earth Day celebrations! Each store will be celebrating Earth Day in their own way, and the company will match every Bag It Forward $0.05 credit donated by customers when they bring their own bags during Earth Day Weekend on April 21 and April 22. The match funds will support local environmental partners.

For more information on New Seasons Market and its social responsibility programs, visit www.newseasonsmarket.com/our-story/social-responsibility/.

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About New Seasons Market
New Seasons Market is a West Coast neighborhood grocer with a people-first culture that builds and sustains relationships for the greater good. The world’s first B Corp grocery store, the company places as much value on taking care of its staff, its community and the environment as it does on growing and operating its business, resulting in genuine relationships between staff, vendors and customers. A respected champion of the regional food economy, it partners with farmers, ranchers and producers to deliver the best of the region, and pairs local, organic favorites with grocery classics to offer customers choice, value and flexibility. New Seasons started with a single store in Portland, Ore., in 2000 when three families and 50 friends united over shared values. Together with its 4,000 plus welcoming staff, New Seasons offers a unique retail experience in which communities come together to realize the potential of a healthy, sustainable food system. New Seasons has 20 neighborhood stores in Washington, Oregon and California, as well as four New Leaf Community Market locations in Northern California, and commits 10 percent of its after-tax profits back to the communities it serves. For more information visit www.newseasonsmarket.com.