We are a different kind of grocery store. That means we care about more than just the quality products we offer our customers. It means we care about our customers as people. They’re our neighbors, our friends, and they create and nurture our community. Same goes for everyone who makes all the great stuff we sell. Our farmers, ranchers, bakers, brewers, and makers. We believe in them, and we share the same values. And we wouldn’t be anywhere without our staff; a unique group of people who make New Seasons Market the remarkable place it is.

We’re rooted in the idea of business as a force for good—holding ourselves accountable as a Certified B Corporation with a business model that equally values people, planet, and profit. We also believe in sharing our wins and our challenges, being transparent about what goes into our partnerships and our business decisions, all the while keeping our mission of being the ultimate neighborhood store front and center.

This Impact Report offers a look at how we measured up to the 2018 goals we set for ourselves. And since we never stop striving, learning, and growing, you’ll get a look at how we’re aiming to make a difference in 2019.

We are dedicated to building community through good food, nurturing the people and places around us, and protecting the planet we all share for generations to come.
OUR MISSION:

We are committed to protecting our planet, to giving back to our community, and to offering a progressive workplace where our staff can thrive. This report speaks to the principles of our mission:

We enhance more lives

We nourish local communities

We inspire environmental stewardship

We champion the regional food economy
We enhance more lives

We create an atmosphere of openness, caring, fairness, and trust, empowering people to bring their best every day, and to lead happy, healthy, meaningful lives.

DIVERSITY AND INCLUSION

OUR 2018 MISSION GOAL: Train 250 managers & staff in diversity and inclusion practices

HOW WE DID: 194 managers and staff took diversity & inclusion training

GOAL FOR 2019: Increase staff average hourly pay to 20% over MIT-defined living wage

In 2019 we’ll be among the first retailers to make a commitment to $15 starting pay at all of our locations, ensuring our staff can live, work and thrive in their neighborhood.

2018

1ST GROCER in the US to offer staff PAID PARENTAL LEAVE.

This benefit recognizes all types of families and is available to all staff.

PARTNERING WITH NEW AGENUES for Youth & Outside In

Helping homeless youth and other marginalized people move toward better health, safety, and self-sufficiency. This program helps to develop service industry and culinary skills.

PARTNERING WITH OREGON COMMISSION FOR THE BLIND & Oregon Vocation Rehabilitation Service

We host summer training programs aimed at young adults who are legally blind or otherwise challenged with a disability. This offers unique skills that will help them as they enter the workforce.

Our LEND A HAND PROGRAM offers eight, paid volunteer hours to eligible staff.

Our 500 Hands Project brought together 419 of our staff on the same day, fanning out across Portland to volunteer with 30 non-profits.
We nourish local communities

We honor the neighborhoods we serve by celebrating their history and individuality and by creating jobs to enhance each community’s vitality. We give back through donations of time, money, and thought leadership.

FIGHTING HUNGER

We believe everyone should have access to healthy, delicious food, and that’s why we focus our efforts on three major areas:

- Donating 10% of our after-tax profits to our communities, ensuring organizations working to alleviate hunger get the largest percentage of our donation dollars.
- Providing customers opportunities to fight hunger.
- Avoiding food waste by joining with neighborhood nonprofits on food recovery programs that get excess food to people who need it.

HUNGER RELIEF AT THE REGISTERS

Each of our stores partners with organizations dedicated to fighting hunger. Customers may show their support any time they shop by simply adding a donation to their bill.

Our 2018 Hunger Match summer event raised $40,382 for nonprofits focused on hunger relief. Eleven of our stores reached their Hunger Match goal!

OUR 2018 MISSION GOAL: Increase the dollars donated to hunger relief organizations by 10% 

HOW WE DID: We saw a 7.9% increase in donations. Together with our customers, we donated $545,120 to hunger relief organizations

GOAL FOR 2019: Increase our fundraising and donations to hunger relief organizations by another 10%
We nourish local communities

We honor the neighborhoods we serve by celebrating their history and individuality and by creating jobs to enhance each community’s vitality. We give back through donations of time, money, and thought leadership.

FIGHTING HUNGER

In 2018, we started a new partnership with Smart Chicken, a poultry company focused on producing high quality chicken through great care in raising the animals, and using domestic feed that’s as local as possible. Getting feed from local farms helps keep the land sustainable and well-managed. Thoughtfully-raised chickens are healthier and taste better.

Smart Chicken is also dedicated to fighting hunger. Every November, they donate one pound of chicken for every 10 pounds we sell. They call it Smart Giving. Our 2018 Smart Giving partnership sent 23,564 pounds of Smart Chicken to local food banks.

5 DAYS OF KINDNESS

In the five days leading up to Thanksgiving, New Seasons stores accept customer donations to local nonprofits who feed people in need. Volunteers from these organizations greet customers and encourage them to give what they can. The majority of the money raised goes to nonprofits that help seniors in our communities.

Our fantastic customers raised $196,244 for 5 Days of Kindness in 2018 – that’s $15,061 more than the year before!
We inspire environmental stewardship

We are working to run our company as sustainably as possible, so we empower our staff to consider the resources they use in their departments and speak up with their good ideas about how we can conserve.

**REDUCING WASTE**

New Seasons is dedicated to improving not just our company’s practices to cut waste and reduce emissions, but also to helping our customers be better stewards. In 2018 we took a broad approach to hitting our goals through a variety of programs including:

- Offering our customers a way to enjoy as many of our delicious to-go food options as possible without creating waste, we partnered with GO Box, a reusable container service. We expanded GO Box to five of our stores in 2018 and plan to offer the service at all of our Portland-area locations by 2019. We’re proud to be among the local vendors offering customers an innovative option aimed at reducing single-use, to-go containers.

**2018**

- Expanding our Bag It Forward program to include all reusable containers and create more opportunities for customers to reduce waste.
- Ditching plastic straws.
- Reducing food waste.
  - We are improving the way we operate and track our food waste, so we can reduce our carbon footprint and get the right food to the right place at the right time. We also set a specific goal to reduce food waste in our deli departments in 2019.

**Reduction of plastic straws**

Eliminating more than 400,000 plastic straws from our stores each year.

**Conducting waste audits in 25% of our stores.**

- Thanks to the hard work of teams in seven of our stores, we beat our 2018 Mission goal by 10%!
- We also improved the percentage of waste we keep out of the landfill through recycling, donating, composting, or reusing – we hit a 80% diversion rate and came up with a lot of opportunities to keep improving!"}

<table>
<thead>
<tr>
<th>OUR 2018 MISSION GOAL:</th>
<th>Waste management audits in 25% of our stores</th>
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<tbody>
<tr>
<td>HOW WE DID:</td>
<td>35% of stores completed waste management audits</td>
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<tr>
<td>GOALS FOR 2019:</td>
<td>• Encourage reuse: Increase donations through our Bag It Forward Program by 20%</td>
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<tr>
<td></td>
<td>• Reduce food waste in our delis by 15%</td>
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**WASTE AUDIT BEAT GOAL BY 10%**

**REDUCE greenhouse gas emissions 78%**

**REDUCE water usage by 80%**

**Reducing our own packaging waste.**

We’re using a really cool software program that helps us analyze the life cycle of specific types of packaging. We can now make better-informed decisions about packaging that drastically reduce our carbon, water and waste footprints. For example, this software helped us see that zipper plastic bags were a better packaging option than square plastic tubs for some of the food we sell in bulk.

**Doughnuts to our community totaled $131,496.35**

**CONSOLIDATION**

It’s no secret that waste is an ugly beast, but with all of these programs in place, we are proud to say we are doing our part to cut our carbon footprint and save the planet.
We inspire environmental stewardship

We are working to run our company as sustainably as possible, so we empower our staff to consider the resources they use in their departments and speak up with their good ideas about how we can conserve.

**WATER**

**OUR 2018 MISSION GOAL:**
5% average water use reduction in stores (gallon/revenue)

**HOW WE DID:**
7% average water use reduction in stores (gallon/revenue)

In 2018 we committed to managing our water systems more efficiently. We re-designed our systems, followed standard operating procedures, and installed aerators on our defrost sinks. As a result, our water systems ran more effectively and we used 7% less water!

**CLIMATE**

We are committed to doing our part to draw down climate change. Here’s how we’re committed to improving our footprint in 2019:

- Buying 100% of our electricity through renewable energy credits
- Joining the Climate Collaborative and working to reduce emissions through actions on packaging, food waste, transportation, and policy
- As a founding member of the Oregon Business Alliance for Climate, we are advocating for Cap and Invest policy in Oregon
- Setting carbon emission reduction goals and working to better understanding how our supply chain affects our carbon footprint

We’re a fan of creativity, and when it comes to running greener, there’s lots of room to think differently. Through our partnership with B-Line Urban Delivery, our Green Wheels program offers a cost-effective delivery service which allows small, local vendors to concentrate on producing, promoting, and innovating. They simply drop off at a B-Line hub, and the zero-emissions delivery tricycles do the rest!

**REDUCED CARBON, WATER & WASTE FOOTPRINT**

**OUR 2018 MISSION GOAL:**
5% average water use reduction in stores (gallon/revenue)

**HOW WE DID:**
7% average water use reduction in stores (gallon/revenue)

In 2018 we committed to managing our water systems more efficiently. We re-designed our systems, followed standard operating procedures, and installed aerators on our defrost sinks. As a result, our water systems ran more effectively and used 7% less water!

**WATER CLIMATE REDUCED CARBON, WATER & WASTE FOOTPRINT**

**OUR 2018 MISSION GOAL:**
5% average water use reduction in stores (gallon/revenue)

**HOW WE DID:**
7% average water use reduction in stores (gallon/revenue)

In 2018 we committed to managing our water systems more efficiently. We re-designed our systems, followed standard operating procedures, and installed aerators on our defrost sinks. As a result, our water systems ran more effectively and we used 7% less water!
We champion the regional food economy

We create longer-term, multi-generational partnerships in order to support sustainable agriculture and food production. We encourage local innovation and food-based entrepreneurship, and whenever possible, promote opportunities to connect customers with the people who produce the food they eat.

PARTNER BRAND

New Seasons believes in offering great food from great people. That’s at the heart of our Local Program and our Partner Brand. Our Local Program creates partnerships beyond the products.

We mentor vendors, helping them get their products on our shelves and grow as food entrepreneurs, defining what success looks like for them. We know this partnership matters whether they can get their products to just one of our stores, or every single one. In 2018, we added more than 500 Local Program items to our stores from kombucha to chocolate, nut butters to hummus, growing Local Program sales by 10%.

In 2018 New Seasons Market contributed $40,717 back to the communities of Mexico and Ecuador as part of the GROW program.

Partner Brand is our unique twist on a private label program. Our New Seasons Partner Brand products are of the highest quality, come from within 500 miles of our stores whenever possible, are transparent from seed to shelf, are responsibly priced and made with simple ingredients a customer would find in their pantry.

We believe in sustainable agriculture, and in supporting people in under-served communities. That puts the GROW (Giving Resources and Opportunities to Workers) program by Organics Unlimited right up our alley. These bananas are grown using sustainable, organic methods, and they give back. When customers buy GROW bananas, a portion of what they pay goes right back to the communities in Mexico and Ecuador, helping improve the workers’ lifestyles and their surrounding communities.

OUR 2018 MISSION GOAL: 25% increase in sales of regionally-sourced Partner Brand products

HOW WE DID: 28.5% increase in regionally-sourced Partner Brand sales

GOAL FOR 2019: Increase revenue from local vendors by 10%
WE LEAD WITH OUR VALUES
Our staff is the heart and soul of our company. The care our customers feel when they shop with us is a direct reflection of New Seasons being a happy place to work. And that drives our mission to be the ultimate neighborhood grocery store for everyone. We always strive to hire people from the communities where we run our stores. We believe that creates the best staff experience, the best customer experience, and is the best way to bring a true sense of vitality and community to the neighborhoods we serve.

WE HAVE A “SPEAK UP” CULTURE
We believe that empowering staff and enabling them to be involved in decisions that affect them is vital to a happy, productive work environment. Our culture gives everyone at New Seasons a voice and encourages them to share ideas and concerns. A great example of this surrounds our holiday pay policy, which was recently updated because a staff member spoke up. Staff have also been involved in improving our recognition program, helping us find new and meaningful ways to acknowledge all of the remarkable things our staff do for each other, their customers, and their communities each day, from in-the-moment recognition to celebrating milestones with the company.

WE CELEBRATE A RESPECTFUL WORKPLACE FOR ALL
Our staff come from all backgrounds, which fuels our passion for supporting and uplifting diversity in our communities. In addition to our non-discrimination policy, we campaigned for marriage equality in Oregon on behalf of our LGBTQIA staff and have been recognized for our progressive transgender workplace policies, our treatment of staff with disabilities, and our support of equality in employment by Basic Rights Oregon, the Urban League of Portland, and Portland Citizen’s Disability Advisory Committee, just to name a few.

WHO WE ARE
- Founded in 1999
- 21 stores in Oregon, Washington, and Northern California
- Own and operate five New Leaf Community Markets in California
- 3,325 staff members
- Recognized on Forbes’ list for America’s Best Midsize Employers, 2018
We’re proud of who we are

New Seasons Market is an independent, purpose-driven company on a mission to be the ultimate neighborhood grocery store in communities in Oregon and Washington.

WHAT MAKES US A B CORP

ENVIRONMENT:
- In 2019 we bought 100% of our electricity through renewable energy credits
- We measure and track our waste and continuously work to put less of it in landfills
- Our Green Wheels program reduces congestion and carbon emissions in our communities

COMMUNITY:
- We help small business owners build their companies by offering a variety of helpful tools (training, boot camps, small loans), most of which are free
- We give 10% of our after-tax profits back to the community, donating that money to non-profit organizations focused on hunger, education, and the environment
- We donate food that isn’t sellable but is edible to food recovery partners, redirecting tons (literally!) of food to those who need it most

GOVERNANCE:
- We treat our social and environmental impacts as a primary measure of our success

STAFF:
- We pay a fair wage to every single one of our employees
- We led the way in changing legislation on paid parental leave, and we offer one of the most generous benefits in the grocery industry
- We lead with our progressive values, encouraging our staff to speak up, get involved in issues surrounding our policies and operations, and share feedback on how the company can do better
- Almost 30% of our Partner Brand products come to us from smaller businesses that are close to our stores, cutting down on delivery travel

In 2013, we became the first grocery store on the planet to become a certified B Corporation. It means we are keeping a promise to put as much emphasis on our people and planet as we are on our profit. We’re proud to be part of the B Corp community of leaders who are driving a global movement of people using business as a force for good.
Our mission goals don’t tell the whole story of the good work we’re doing. Here are some more 2018 highlights that represent our triple bottom line philosophy.

- **5,316** hours donated through lend-a-hand
- **$38,804.25** dollars of assistance to staff from the community loan fund
- **Eleventy bajillion** smiles and high fives given
- **661** miles of paper saved by offering e-mail receipts
- **$881,477** total charitable impact (NSM + customers)
- More than **966** organizations supported through donations
- **84%** of Partner Brand products sourced within 500 miles
- **354,328** vendor miles avoided by using Green Wheels