Hello Neighbor,

New Seasons Market was founded in 1999 by a small group of natural and organic pioneers deeply committed to their employees, customers, producers, community and environment, and a dream of creating a neighborhood market where local communities gather to connect with where their food comes from. We always wanted our products to be largely farm-fresh, seasonal, delicious, and equitable, with the environment and our communities in mind. Over the last 20 years, this dream has grown into our driving purpose: to build community through good.

We became the first grocery store in the world to achieve B Corporation certification, and through the years, we’ve remained a progressive employer, steward of the land, and community crusader, donating 10% of our after-tax profits every year to more than 1,000 local organizations that help feed the hungry, support K-12 schools, and protect the environment. We continue to listen, understand and evolve where we can lead, lend a hand, and foster sustainable impact.

While we normally publish this report in the spring, we had to put it on hold this year in order to prepare for COVID-19. Our focus quickly shifted to safely serving our customers and ensuring them access to the range of grocery goods they needed. We zeroed in on new ways to support the regional food economy and our neighbors through partnerships and donations. And, we worked around the clock strengthening support of our incredible staff of essential workers by investing in safe operations and increased pay and benefits. We are so grateful to our staff for working so hard, and with immense care for our communities, throughout this extremely trying time.

We continue to navigate the pandemic and the socio-political conversation that has gripped our community. As we set our sights on how to best steward our organization in the future, we are looking to our founder inspired mission and values to orient us at this time where so much is unknown. We are taking the time to look to our past over the last two decades, evaluate our gaps and gains, and double down on those things that have even greater relevance today.

This report that you have in front of you is our way of sharing our objectives and commitment to tangible change in our communities.

In the last year, our mission and business goals have led us to significant investments that I’m incredibly proud of. Some of the most impactful and empowering include offering great jobs where everyone can thrive, developing our new Partner Fund loan program for underserved local food entrepreneurs, aligning our corporate giving to areas most important to our local communities - like ending hunger and creating paths to employment.

Thank you for joining us in all of our community-minded commitments over the last 20 years. While 2020 has presented, and 2021 promises to deliver, many heartbreaking and disruptive challenges, we still have so many great things in store for the future. At New Seasons Market, we will always work to create positive change, and we’re excited by all that we’ll continue to do together.

Sincerely,

Forrest Hoffmaster
CEO
FRIENDLY NEIGHBORHOOD GROCERY STORE
Since opening in 2000, we've invested as much in our staff, communities, and the environment as we have in growing a profitable business. We’re now 19 neighborhood grocery stores strong! We work hard to make each store a vibrant neighborhood hub and gathering place, and we’ve succeeded in large part thanks to our awesome staff. They’re truly the driving force that makes it all possible.

LOCAL FOOD ECONOMY CHAMPION
More than 35% of our products are made locally in Oregon, Washington, and Northern California because we know the power and importance of supporting a regional and sustainable food system. We work with small local vendors and growers we believe in. As a result, we’ve brought hundreds of new products to market including salts from Jacobsen Salt Co., Ruby Jewel handmade ice creams, and many New Seasons Partner Brand products.

B CORPORATION GROCER
Did you know that we were the first grocery store in the world to achieve B Corp status? That means we celebrate a triple bottom line that includes people and the planet. We balance purpose with profit in order to continuously strengthen our regional food system.

PROGRESSIVE EMPLOYER
We support our staff with progressive workplace policies and nurture a Speak Up culture that encourages feedback at store and company levels. We offer a $15/hour starting wage, flexible lifestyle scheduling, comprehensive health benefits starting at 24 hours/week, and paid parental leave that’s inclusive across the gender spectrum.

WHO WE ARE:
• Founded in 2000
• 19 New Seasons Market stores in Oregon, Washington, and Northern California
• Five New Leaf Community Markets in California
• 3,805 staff members
• Recognized on Forbes’ list for America’s Best Employers 2019
COMMUNITY PARTNER
• 10% of our after-tax profits go to more than 1,000 local organizations committed to eliminating hunger, promoting environmental conservation, and supporting PreK - 12 schools.
• Since 2000, we’ve donated over $6.5 million to nonprofit organizations in our communities.
• We partner with neighborhood organizations serving our store communities through our Bag It Forward, Cans for Kids, and hunger relief programs.
• We continuously champion social issues that affect our staff and communities, including marriage equality, workplace protections for LGBTQIA, affordable housing, and fair workweek regulations.

ENVIRONMENTAL STEWARD
• We’re actively engaged with more than 50 local organizations such as Urban Gleaners and Oregon Food Bank in our ongoing commitment to reduce food waste.
• We offer environmental incentives for waste reduction and reuse with our Bag it Forward and Neighbor Rewards programs.
• We’re committed to investing in partnerships and technology to reduce single-use food packaging, and we’ve eliminated all single-use service ware and straws from our stores.
• Our sustainable vendor delivery program GreenWheels uses electric bikes to reduce carbon emissions and mitigate climate change. In 2019 alone, our vendors avoided 25,223 individual trips with GreenWheels. That adds up to 585,577 pounds less CO2 emissions!

DIVERSITY & INCLUSIVITY ALLY
• We work with local job placement organizations such as Oregon Commission for the Blind, Urban League of Portland, and New Avenues for Youth to recruit new employees who’ve experienced previous inequitable barriers to employment.
• Our Partner Fund microloan program is set up to support local food producers, prioritizing loans to business leaders who have traditionally been denied capital: people of color, immigrants, LGBTQIA communities, and women.
• We honor the diverse neighborhoods that we serve by valuing their unique histories, giving back to local organizations, creating jobs, and hiring directly from the community.
• 54% of our management roles are held by women, with pay equity.
Supporting a local food economy involves much more than just buying locally produced goods. It means being an active part of the regional food system and celebrating local producers, sustainable practices, and inclusivity. It’s about bolstering our local supply chains. We thoughtfully handpick every product we carry, and we carefully consider and support the needs and strengths of our values-aligned producers.

We proudly partner with Oregon State University’s Food Innovation Center and Portland Community College for Getting Your Recipe to Market program, an intensive 12-week program that helps small producers take their product from concept to commercial-ready. All aspects of food production are covered, from food quality and safety to production. The program concludes with a pitch and presentation to New Seasons Market along with a trade show.

Since the program was established in 2006, more than 300 entrepreneurs have participated. As a result, New Seasons Market has introduced 49 new local products, with 27 products currently on our shelves. Equitable supply chains don’t build themselves. They require commitment, diligence, and a multi-generational vision.

Chris Bailey founded his company Pozole to the People in 2016, thanks in part to the Getting Your Recipe to Market program, and soon after we began carrying his products. Chris no longer makes Pozole to the People, and is now working on other exciting local products and ventures with New Seasons Market and Portland Mercado. You can currently find Chris’s dairy-free Bloom Caramel sauces in our stores along with his Partner Brand Asian-inspired soup broths. We are always working toward long-lasting partnerships, like this one, where values intersect and meaningful projects and products evolve.
Our private label program, New Seasons Partner Brand, launched in 2013. There are now hundreds of Partner Brand products in our stores, ranging from tortilla chips and dried pasta to nut butter, chocolates and Korean-inspired sauces. All of these products allow us to support the regional food economy and strengthen our local supply chains.

Traditional grocery stores often zero in on pricing, with less regard for quality or sustainability when it comes to private label products. Most of the time, customers don’t know who grew the food, prepared the product, or even where it came from.

Not at New Seasons Market! Local tastes better, and we care deeply about transparency, sustainable sourcing, and supporting women and minority-owned businesses. We work with small-scale, often local producers for our Partner Brand products.

New Seasons Market Partner Brand = private label with a purpose!

For us, Partner Brand is not this drive to reach some sort of market penetration or sales goal, it’s an ongoing mission to invest in our local economy, and support small scale producers. Added bonus: we get a continuous mix of new, unique and fun products to the market.

Mark Law, New Seasons Market chief operating officer

- 78% of Partner Brand products sourced from local producers located within 500 miles.
- More than 400 Partner Brand products from nearly 50 makers in our community.
- Product labels tell you exactly who made them, connecting you to the product.
- Every product sold gives back to our Partner Fund loan program supporting local producers.
Our mission-based Partner Fund loan program is all about building a more inclusive and equitable regional food economy. Launched in October 2019, the program is funded by Partner Brand product sales and prioritizes historically underrepresented food producers in our communities, including people of color, women, immigrants, and LGBTQIA entrepreneurs who may not qualify for traditional funding.

These loans help entrepreneurs scale-up with an influx of cash in $5,000 to $25,000 loans. That gives producers the opportunity to grow their business regardless of financial circumstances.

All Partner Fund loans have flexible payback terms and low, pay-it-forward interest rates that roll back into the fund. This is one of the many ways we provide financial opportunities to small regional food producers we believe in.

Azeh Sammour began working in our Raleigh Hills store deli 17 years ago after she and her family moved to Portland from Jordan. She still works in the deli, in addition to running her Middle Eastern food business, Azeh Kitchen, with her daughter Dima. They supply us with everything from their delicious hummus and baba ganouj, to spanakopita and falafel. A few years ago, the Sammours went through a very trying time, but things are looking much brighter thanks in part to a 2019 Partner Fund loan.

We are so happy that we got a New Seasons loan for our falafel machine in 2019 because it just wasn’t possible for us to keep making them without it. When the loan came through and they helped us, it was such a relief.

Azeh Sammour,
New Seasons Market deli cook, Progress Ridge & Azeh Kitchen owner
Our vibrant and diverse staff are at the heart of everything we do. That’s why we strive to create a warm, welcoming, and inclusive place to work. At New Seasons Market, every voice matters, and everyone is deeply valued and supported.

In February 2019, we made a multimillion-dollar investment in our staff, increasing starting pay to $15 an hour, and increasing wage scales based on time with the company. The result? 80% of our staff received a wage increase in 2019. Every year, we rise well above the living wage for all staff.

We were the first grocer in the country to offer paid parental leave, and we pride ourselves on our secure lifestyle scheduling. Supporting and empowering our incredible staff is an ever-evolving continuum.

Being able to spend a month with my wife and new baby was something I will never forget. This benefit, and plenty of others that New Seasons offers, shows genuine employee appreciation. It’s one of the many reasons I chose to work for New Seasons.

Nathan Burke,
New Seasons Market assistant operations manager, Orenco Station
Portland Means Progress is a citywide initiative designed to create a more inclusive economy in Portland. New Seasons signed on as an early and enthusiastic adopter in 2019. It’s another principled way that we evolve our business practices for positive impact, and support a diverse and inclusive workplace and community.

Key components include creating pathways to internships and job opportunities for underrepresented youth and professionals of color, increasing vendor diversity, and regular company culture assessment and change. We believe these steps will make us an even more welcoming workplace and inclusive corporate citizen.

For 20 years, we’ve supported our staff with leading pay, benefits and career opportunities. From advocating for raising Oregon’s minimum wage to offering paid parental leave five years ahead of Oregon’s goal of 2023, we consistently invest in our staff so that our communities thrive.

Kristi McFarland,
New Seasons Market Mission Advisory Council chair & former chief strategy office
Giving back to our communities is simply the right thing to do. As your friendly neighborhood market, we commit to strengthening our diverse and vital communities in three key areas: fighting hunger, supporting our schools, and promoting environmental conservation.

Each year, in the five days leading up to Thanksgiving, New Seasons Market holds an all-stores fundraiser called 5 Days of Kindness. This annual campaign raises money for organizations that provide meals to seniors and help fight food insecurity and isolation in our neighborhoods.

In 2019, we set a company goal to increase our 5 Days of Kindness donations by 10%. Together, we exceeded that goal, raising $245,011—nearly 25% more than 2018! Since starting the fundraiser in 2003, we’ve raised $1,972,420 for local seniors with Meals on Wheels.
We know how difficult it can be to rise above complicated barriers to employment, so we work hand-in-hand with local nonprofits to support second chance employment. Our pathways to work are diverse and include helping individuals at risk of homelessness gain marketable skills, hosting externs in our stores, and participating in career workshops and direct job placement.

In 2019, we took part in several second-chance job fairs and partnered with organizations on “job club” programs allowing individuals to explore opportunities in foodservice. Working with our local youth community through high school programs supports our commitment to cultivating good for generations. It also provides a healthy dose of forward-looking optimism to all involved.

At Stone Soup, we believe that all of our partners combined make a big difference in solving Portland’s Homeless Crisis. New Seasons Market has been exceptionally influential because of their willingness to hire our program’s graduates, as well as their holistic approach to hiring and training employees. At New Seasons, everyone is treated fairly and there is always room for growth. They are an ideal employer for people from all walks of life.

Craig Gerard
Stone Soup PDX executive director
Our longstanding sustainability objectives are threefold: reduce single-use packaging, prevent food waste, and mitigate climate change by integrating sustainability into all aspects of our business. We walk the walk through our business operations, local partnerships with responsible producers and community nonprofits, and by empowering our customers and staff to join us in taking care of our planet.

In 2019, we made changes to packaging throughout our produce department, eliminating more than 550,000 single-use plastics. This is one small step in our plan to offer more sustainable packaging, and to engage and encourage our community to join us in changing habits.

In 2019, we eliminated these single-use plastics:

- Bulk grapes: 19,000 plastic case
- Bulk blueberries: 80,000 plastic clamshells
- Apples: 6,000 plastic bags
- Cherry and grape tomatoes: 225,000 plastic containers

Go Box: 10,000 single-use containers avoided

Bag it Forward: Nearly 11 million paper bags avoided
If food waste were a country, the United Nations estimates it would be the third-largest contributor of greenhouse gases globally, after the US and China. As a grocery store, we know that we can make the greatest climate impact by reducing food waste. That’s why we’ve committed to cutting our food waste in half by 2030.

In 2019, we aimed for 15% food waste reduction in our delis. By analyzing our menus, improving staff training on purchasing procedures, and engaging them in a food waste prevention and tracking technology pilot program, we made an impact. These tactics helped us understand what we can do better and ultimately led to a 5.6% reduction in food waste. While we didn’t reach our goal, we now have a clearer path forward.
2019

BY THE NUMBERS

5.60% increase in revenue from local vendor sales

5.96% Food waste reduction in all delis.

36.4% ($179,402) Increase in Bag it Forward donations to local nonprofits.

23% ($669,993) Increase in donations to hunger relief.

23.6% Over MIT’s 2019 living wage calculation for staff average hourly pay.