

IMPACT METRICS

At New Seasons Market and New Leaf Community Markets, we continuously track performance, goals and objectives.

These annual metrics detail our commitments so we can critically assess impact. We're proud of our progress.

We'll continue to develop purpose-driven community partnerships, explore new planet-friendly practices and strengthen the training and care of our beloved staff — all detailed here.

| METRIC | IMPACT AREA | RESULTS | FUTURE GOAL |
|--|--|---|---|
| PEOPLE | | | |
| PAY PROGRAM | From day one, we've supported our staff with pay that exceeds living wage. We use MIT's living wage calculator to determine the local wage that allows residents to meet the minimum standards of living. Then we commit to pay that's well above that amount. | 2019: 23.6% above MIT's living wage. 2020: 22% above MIT's living wage. | In 2021, we'll work toward keeping staff wages at at least 20% above MIT's living wage. |
| COMMUNITY SERVICE | All employees are given 8 paid hours annually to participate in community service with a nonprofit of their choice in order to foster community engagement. | 2019: 3,158 paid volunteer hours in our communities 2020: 574 paid volunteer hours in our communities. ** | In 2021 we aim to increase staff paid volunteer hours by 10% over 2019*. |
| COMMUNITY | | | |
| CUSTOMER DONATIONS TO HUNGER RELIEF ORGANIZATIONS | Throughout the year, we host campaigns funding drives at the register and through our Gift It! program to encourage our customers to provide support to hunger relief organizations in our communities. | 2019: \$394,061 in total donations 2020: \$292,558 in total donations | We're striving for a 10% increase in donations at the register to our hunger partners in 2021. |
| REUSABLE BAG DONATIONS | Our reusable bag donation programs allow customers to keep or donate 5 cents every time they use a reusable shopping bag when shopping with us. This reduces waste, supports reuse and the funds go directly to values-aligned nonprofits. | 2019: \$277,508 in reusable bag donations to nonprofits in our communities. 2020: \$200,751 in reusable bag donations to nonprofits in our communities. ** | Our 2021 goal is to pay forward \$300,000 to values-aligned nonprofits from our reusable bag donations. |
| ENVIRONMENT | | | |
| FOOD WASTE REDUCTION | As a grocer, reducing food waste is one of the most effective ways we can mitigate climate change. We're continuously learning about and implementing new technology, and reevaluating our operations, in order to reduce food waste. | 2019: 4.7% food waste reduction 2020: 4.49% food waste reduction | We've joined Pacific Coast Collaborative, a joint effort toward building a low-carbon economy of the future, to reduce food waste by 50% by 2030. We're developing baseline metrics, participating in work groups and evaluating our operations to move toward that goal. |
| WASTE REDUCTION | Reducing waste is very important to our company, our customers and for the planet. We've worked to reduce our operational waste footprint and are making progress reducing product packaging company-wide and made significant single-use packaging reductions in our produce departments, bakeries and delis. | 2019: 50% landfill diversion rate 2020: 52% landfill diversion rate | In 2021, we'll aim to reduce our total operational waste by 5% and continue reducing packaging waste. |
| ENERGY USE | We're always looking for ways to reduce the amount of electricity and natural gas used to provide fuel for cooking, heat and to power our locations. | 2019: .31 KBTUS/\$M revenue. (4% reduction) 2020: .22KBTUS/\$M revenue. (29% reduction) ** | Our 2021 goal is to reduce energy use company-wide by 5% (per revenue dollar) year over year. |
| REGIONAL FOOD ECONOMY | | | |
| PARTNER BRAND PRODUCTS REGIONALLY SOURCED | Our Partner Brand private label program is all about keeping it local, which means from within 500 miles. For this program, we work with small producers who cultivate and craft quality products. 1% of each Partner Brand sale goes directly into our mission-based Partner Fund loan program. | 2019: 78% of our Partner Brand products are regionally sourced. 2020: 82% of our Partner Brand products are regionally sourced. | In 2021, we'll work toward getting Partner Brand regional sourcing up to 80%. |

*COVID-19 had a significant impact on our business and programs, so to keep some metrics comparable, we're evaluating progress and goals based on 2019.

**These numbers were heavily impacted by COVID-19

