

IMPACT METRICS

At New Seasons Market, 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 (including New Leaf Community Markets)	2022 GOAL (New Seasons Market only)
COMMUNITY			
COMMUNITY SERVICE	Through our Lend A Hand program, all staff are given 8 paid hours annually to participate in community service with a nonprofit of their choice in order to foster community engagement.	2021: 602 paid hours of community services performed, falling short of our goal due to the pandemic and barriers to volunteer opportunities. * 2020: 574 paid volunteer hours of community services performed. * 2019: 3,158 paid volunteer hours of community services performed.	Reach 1,000 hours of community service.
CHARITABLE DONATIONS	We believe in investing in our communities and supporting the work of local nonprofit organizations, with a focus on food access and equity, neighborhood education, and environmental action and justice.	2021: \$389,533 raised for hunger relief organizations at our registers, surpassing our goal of a 10% increase over 2020 (\$317,000). 2020: \$292,558 raised for hunger relief organizations. 2019: \$394,061 raised for hunger relief organizations.	Increase donations made by customers at the register by 10% over 2021.
REUSABLE BAG DONATIONS	Through our Bag It Forward program, when customers bring a reusable bag to our stores, they donate their 5-cent refund to one of three non-profits in their neighborhood. All non-profits focus on one of three areas— ending hunger, supporting PreK-12 schools or protecting our environment.	2021: \$232,782 raised from reusable bag donations, falling short of our \$300,000 goal. * 2020: \$200,751 raised from reusable bag donations. * 2019: \$277,508 raised from reusable bag donations.	Reusable bag donations will be incorporated into our Charitable Donations metric.
SUSTAINABILITY			
WASTE REDUCTION	As a grocer, reducing food waste is one of the most effective ways we can mitigate climate change. We're continuously refining practices, learning about and implementing new technology, and reevaluating our operations, in order to reduce food and product waste.	2021: Established real-time baseline waste data of 4.56% total waste . 2020: 4.49% total waste recorded. 2019: 4.7% total waste recorded.	Reduce waste to 4% of sales. Reduce food waste by 50% by 2030 as signatories of the Pacific Coast Food Waste Commitment.
NATURAL RESOURCE CONSERVATION	We're always looking for ways to invest in energy-efficient equipment and practices to reduce carbon emissions from electricity and natural gas used to cook, heat and power our locations.	2021: .24 KBTUs per \$MM Revenue, or 21% less energy use than 2019, surpassing our goal to reduce energy use by 5% over 2019, due in part to equipment shut-offs during the pandemic. * 2020: .22 KBTUS per \$MM revenue. (29% reduction) * 2019: .31 KBTUS per \$MM revenue. (4% reduction)	Achieve ENERGY STAR Certification in 25% of our stores.
LANDFILL DIVERSION	Diverting waste is very important to our company, our customers and for the planet. We work to reduce our operational waste footprint and are making progress reducing product packaging company-wide, making significant single-use packaging reductions throughout our stores.	2021: 57% landfill diversion rate , resulting in a 5% reduction in operational waste year-over-year. 2020: 52% landfill diversion rate . 2019: 50% landfill diversion rate .	Reach 60% landfill diversion.
PEOPLE			
PROGRESSIVE EMPLOYER	Our commitment to creating a positive, inclusive and progressive workplace is just as strong today as it was back when we were founded in 2000. We value our talented and diverse team of staff and provide a robust compensation, benefits and training program so that they can lead healthy and meaningful lives.	2021: Average wage for all staff was 24% above the MIT-defined living wage, exceeding our goal to keep staff wage at least 20% above MIT's living wage. 2020: 22% above MIT's living wage. 2019: 23.6% above MIT's living wage.	Achieve 90% of staff participating in Diversity, Equity & Inclusion (DEI) training.
REGIONAL FOOD ECONOMY			
PARTNER BRAND PRODUCT SOURCING	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.	2021: 82% of our Partner Brand products were sourced regionally, surpassing our 80% goal. 2020: 82% of our Partner Brand products were regionally sourced. 2019: 78% of our Partner Brand products were regionally sourced.	Maintain 82% of our Partner Brand products sourced regionally.

* These results were heavily impacted by COVID-19.