

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

| METRIC                                | IMPACT AREA   | RESULTS  | GOALS:<br>2023 and beyond   |
|---------------------------------------|---|--|---|
| <b>COMMUNITY</b>                      |   |  |   |
| <b>COMMUNITY SERVICE</b>              | Through our Lend A Hand program, all staff members get eight paid hours annually to participate in community service with a non-profit of their choice to help foster community engagement and continue to do more good.  | 2022: 905 hours, just shy of our goal<br>2021: 537 hours<br>*2020: 574 hours<br>2019: 2,735 hours  | 2023: 1,200 hours   |
| <b>CHARITABLE DONATIONS</b>           | We believe in investing in our communities and supporting the work of local non-profit organizations, with a focus on food access and equity, neighborhood education, and environmental action and justice.   | 2022: \$756,317 raised, exceeding our goal<br>2021: \$622,315 raised<br>2020: \$493,309 raised<br>2019: \$394,061 raised   | 2023: 10% increase in customer donations at the register over 2022  |
| <b>PROGRESSIVE EMPLOYER</b>           |   |  |   |
| <b>STAFF ENGAGEMENT</b>               | Staff surveys are a way to help us better understand our staff and allow us to measure things like employee satisfaction, inclusion, and morale—as well as gauge staff commitment and motivation. We gather this data biannually through our engagement and DEI surveys.  | 2022: 33% completion   | 2023: 65% staff participation in staff engagement surveys   |
| <b>REGIONAL FOOD ECONOMY</b>          |   |  |   |
| <b>PARTNER BRAND PRODUCT SOURCING</b> | Our Partner Brand private label program is about keeping it local, which means sourcing within 500 miles. For this program, we work with small producers who cultivate and craft quality products. And for each Partner Brand item sold, 1% goes directly into our mission-based Partner Fund loan program.   | 2022: 82%, meeting our goal<br>2021: 82%<br>2020: 82%<br>2019: 78%   | 2023: Source 84% of our Partner Brand products regionally   |
| <b>ENVIRONMENT</b>                    |   |  |   |
| <b>GREENHOUSE GAS (GHG) EMISSIONS</b> | We invest in energy-efficient equipment and practices to reduce carbon emissions associated with producing, processing, transporting and storing food. We're committed to reaching a 45% GHG (greenhouse gas) reduction by 2026 and net-zero emissions for scopes 1 and 2 by 2030 from the 2019 baseline. We will purchase high-quality GHG credits to compensate for any remaining emissions that have not been reduced. | 2022: 7,595 metric tons carbon dioxide equivalent (MT CO <sub>2</sub> e)<br>2021: 10,610 MT CO <sub>2</sub> e<br>*2020: 6,246 MT CO <sub>2</sub> e<br>2019: 12,912 MT CO <sub>2</sub> e (baseline) | <ul style="list-style-type: none"> <li>2023: 10% reduction in GHG resulting from emissions associated with refrigerant leaks over 2022</li> <li>2026: 45% reduction in GHG emissions (scopes 1 and 2)</li> <li>By 2030: Net zero operational GHG emissions (scope 1 and 2)</li> </ul> |
| <b>STORE EFFICIENCY</b>               | We're always looking for ways to make our stores as energy efficient as possible to reduce GHG emissions from electricity and natural gas used to cook, heat, and power our locations. We aim to achieve Energy Star certification to prove the results of those efforts.   | 2022: Achieved Energy Star certification in 22% of our stores, missing our goal by 3%  | 2023: Achieve ENERGY STAR Certification in 30% of our stores  |
| <b>LANDFILL DIVERSION RATE</b>        | Diverting waste is paramount to our company, customers, and the planet. We work to reduce our operational waste footprint and increase the percentage of waste diverted from landfills—through reduction, reuse, recycling, and composting efforts.   | 2022: 64%, beating our goal<br>2021: 57%<br>2020: 52%<br>2019: 50%   | 2023: Reach 70% landfill diversion  |
| <b>WASTE REDUCTION</b>                | As a grocer, reducing food waste is one of the most effective ways to mitigate climate change. We're continuously refining practices, learning about and implementing new technology, and reevaluating our operations to reduce food and product waste.   | 2022: 4.36% total waste, just shy of our goal<br>2021: 4.56% total waste (baseline)<br>2020: 4.49% total waste<br>2019: 4.7% total waste   | <ul style="list-style-type: none"> <li>2023: Reduce waste to 3.93% of sales</li> <li>Reduce our food waste 50% by 2030</li> </ul>   |

\* These results were heavily impacted by COVID-19.