



# MEDIA KIT

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Media Contact:  
New Seasons Market PR Team  
[media@newseasonsmarket.com](mailto:media@newseasonsmarket.com)

[www.newseasonsmarket.com](http://www.newseasonsmarket.com)

Facebook: [@newseasonsmarket](https://www.facebook.com/newseasonsmarket)

Instagram: [@newseasonsmarket](https://www.instagram.com/newseasonsmarket)





## OVERVIEW

New Seasons Market is a progressive West Coast neighborhood grocer connecting communities to great local food and the people who grow it. As the world's first Certified B Corporation grocer, the company supports a thriving regional food economy by honoring a triple bottom line dedicated to people, the planet and profit. That means that 10 percent of their after-tax profit is donated to local hunger, education and environmental nonprofits. At all New Seasons Market stores, sustainably sourced, local, organic products share space with more conventional goods. The company's guiding principle since day one is to build community through good food.

**Founded:** 2000

**Headquarters:** Portland, Oregon

**Staff:** 3,448

**Locations:** 19 neighborhood grocery stores with 17 in Oregon, 1 in Washington and 1 in California

**Subsidiary:** 5 New Leaf Community Markets in Central California



## STORE FEATURES

Each New Seasons Market store is unique, and honors the history, culture and character of the neighborhood and greater community that it serves. However, all stores share the company's core mission to support a thriving regional food system by connecting customers to local producers and their products.

- Local and organic produce, grown with great care for the planet
- Sustainably sourced and antibiotic-free meat and seafood, along with craft butchery and charcuterie
- Chef-prepared seasonal deli options ranging from ramen and burrito bars, to made-to-order sandwiches and fresh sushi
- Oregon Tilth Certified Organic bakeries specializing in artisanal breads (at select stores)
- Grocery, bulk and private label selections with a commitment to Non-GMO Project Verified products and specialty diet items including gluten-free, paleo, keto, vegan and kosher
- Handmade homegoods, gifts and books by local artisans
- Fair Trade floral departments with local and organic culinary herb and vegetable starts
- Local craft beer growler stations and beer, cider and wine bars
- High quality wellness products made from gluten-free, Non-GMO Project Verified and organic ingredients

# SOCIAL RESPONSIBILITY



As the world's first Certified B Corp grocer, New Seasons Market is among a community of nearly 3,000 triple-bottom-line companies around the world using the power of business as a force for good. The third-party B Corp assessment assures that the company places a high value on taking care of its staff, the communities it serves, and the environment.

## COMMUNITY ENGAGEMENT

New Seasons Market donates 10 percent of its after-tax profit to more than 1,000 organizations that help feed the hungry, support K-12 schools and protect the environment. Since 2000, New Seasons Market has donated more than \$6.5 million to nonprofit organizations in the communities that it serves.

- **Fighting Hunger:** New Seasons Market works with local gleaner and food recovery partners so that food that isn't sellable, but is edible, gets to people who need it. Each store partners with a local hunger relief organization such as Oregon Food Bank or Sisters of the Road for at-register donations. Most stores operate Meals on Wheels routes. New Seasons Market has been providing SNAP matching funds to the Farmers Market Fund since 2009, and in 2019, the company's annual Hunger Match fundraiser raised \$49,456 for nonprofits focused on hunger relief.
- **Supporting Schools:** Through the New Seasons Market Cans for Kids program thousands of dollars are raised annually for community K-12 schools. New Seasons Market gives year-round to local schools foundations and provides classroom supplies to teachers. 5 percent of scrip card purchases go to partner schools.
- **Protecting the Environment:** Company donations help protect urban trees, local wetlands, forests and wildlife. New Seasons Market also supports local farmers markets, educational farm programs and sustainable agriculture. Staff regularly participates in neighborhood, state and national park cleanup days.

## SUSTAINABILITY

Environmental stewardship is a key component to daily operations at all New Seasons Market stores, so there is ongoing staff training on materials management as well as reuse, reduce and improve tactics. In 2013, the company committed to the zero waste philosophy. The current goal: divert 90 percent or more of store waste from landfills.

- In 2019, New Seasons Market bought 100 percent of their electricity through renewable energy credits.
- All New Seasons Market private label products have sustainable packaging and 84 percent of private label products are sourced from within 500 miles.
- The Neighbor Rewards and Bag It Forward programs reward customers that reduce waste by using reusable shopping bags. Reusable bag credits can be donated to local partner nonprofits, raising over half a million dollars since 2016.
- The storewide plastic straw ban eliminates more than 400,000 plastic straws from the waste stream annually.
- Energy reduction includes a commitment to LED lighting and regular HVAC and refrigeration system upgrades.
- New Seasons Market and B-line Urban Delivery offer pedal-powered store delivery for local vendors with GreenWheels, reducing congestion and carbon emissions.



# REGIONAL FOOD CHAMPION

From its sustainably-minded producers to its discerning customers and staff who care where their food comes from, New Seasons Market is dedicated to cultivating and celebrating thriving local food communities. The company inspires discovery and empowers conversation—both in the aisle and at the table.

## LONG-TERM PARTNERSHIPS

50-year partnerships are much more attractive to New Seasons Market than 5-year contracts because that's where lasting change happens. The company supports sustainable local farmers, ranchers and fishers sourcing the food that feeds us all.

- For nearly 20 years, New Seasons Market has worked closely with regional producers like Oregon Country Beef and Umpqua Valley Lamb. In 2015, New Seasons Market pre-purchased their entire Hood strawberry order from Unger Farms in Cornelius, Oregon so the farm could double its berry acreage, expand production and build a stable, maintainable revenue base.
- Since day one, New Seasons Market has partnered with agricultural nonprofits that support the work that the grocer does regionally, internationally. In 2018, New Seasons Market contributed \$40,717 to communities in Mexico and Ecuador as a part of the GROW (Giving Resources Opportunities to Workers) program by Organics Unlimited.
- New Seasons Market offers price stability and a robust market for transitional foods so that family farms such as Rising C Ranch can transition to organic.

## SUSTAINABLE FOOD PRACTICES

As a vocal advocate for non-GMO labeling, organic produce and good-for-the-planet meat, seafood and poultry, New Seasons Market makes every effort toward operational sustainability.

- New Seasons Market produce departments boast an average of 75 percent or more organic items.
- There are more than 4,000 Non-GMO Project Verified products in the grocery and wellness departments.
- The full-service meat departments feature a wide selection of antibiotic-free and artificial growth hormone-free meat and poultry from trusted ranchers including Oregon Country Beef, Smart Chicken and Umpqua Valley Lamb.
- Through the company's partnership with MBA Seafood Watch and FishWise, the seafood departments are committed to conscientious sourcing, and its staff are trained to help customers make informed buying decisions.
- New Seasons Market was the first retail grocer in the nation to establish a certified organic, in-store bakery. Today, we have 12 stores with production bakeries that produce 30 certified organic breads fresh daily. All stores offer at least 14 certified organic breads, including 5 varieties that are also Non-GMO Project Verified.

## LOCAL PRODUCERS

New Seasons Market has a long-standing tradition of mentoring emerging, purpose-driven entrepreneurs, and providing specialized care and attention to help makers realize their entrepreneurial dreams.

- More than 35 percent of products sold at New Seasons Market are made within 500 miles of our stores.
- New Seasons Market provides many companies with their first retail exposure. In 2013, New Seasons Market formalized their long-standing practice of supporting local producers with its Local Finds program, focused on identifying, onboarding and promoting small-scale producers in-store.
- More than 200 exciting new products have come to market through the program, including artisanal ice cream sandwiches from Ruby Jewel, the nationally available craft ice cream maker that got its retail start at New Seasons Market in 2005.
- An online portal ([newseasonsmarket.com/sell-to-us](http://newseasonsmarket.com/sell-to-us)) connects prospective vendors with New Seasons Market private label development manager, who evaluates each product and provides technical support to get products shelf-ready.
- Vendor fairs invite local producers to meet with buyers and get on-shelf at New Seasons Market stores. Fun fact: now-famous Jacobsen Salt Co. was first offered on New Seasons Market shelves after being discovered at a vendor fair.
- New Seasons Market partners with local organizations including My People's Market, Portland Means Progress and the Greater Seattle Business Association to use business influence to support underrepresented entrepreneurs in the local community.
- In 2019, New Seasons Market created the Partner Fund microloan program to provide access to capital and business support to historically underserved businesses in our community that may have trouble qualifying for traditional bank loans, such as businesses owned by women, people of color, immigrants, LGBTQIA+ and social mission-based companies.

## PRIVATE LABEL

The company's private label is known as its Partner Brand because at New Seasons Market it's all about creating long-term partnerships with local producers. The company is committed to finding and working with underserved businesses, including those owned by women and entrepreneurs of color.

- New Seasons Market carries more than 350 Partner Brand products from nearly 50 makers in its communities.
- Partner Brand products include everything from locally grown berries, sustainably sourced fish, pure local honey and fresh juices, to fresh and dried pastas and pasta sauces, rBST-free milk from range-raised cows and extra-virgin olive oil.
- These products are made in partnership with regional producers, whose information is clearly listed on the packaging. This allows producers to showcase and build their brand, which is the opposite of the conventional grocery way.
- Columbia Gorge Organics, Choi's Kimchi Company, Ruby Jewel, Wild Friends Foods and Don Pancho Authentic Mexican Foods are among the many regional producers providing fresh, top quality food under the New Seasons Market brand.
- A portion of all Partner Brand sales are donated to New Seasons' Partner Fund microloan program for underserved local small-business owners.
- New Seasons Market Neighbor Rewards program rewards customers for buying local products with bonus points on Partner Brand purchases.

# PROGRESSIVE EMPLOYER



New Seasons Market staff bring the company's mission to life and enact its values every day. The care customers feel when they shop in these stores is a direct reflection of New Seasons Market being a warm, welcoming and inclusive place to work where every voice matters.

## LEADING COMPENSATION & BENEFITS

The company values its talented and diverse team of over 3,500 staff and provides them with a robust compensation and benefits program so that they can lead healthy and meaningful lives.

- New Seasons Market campaigns for raising the minimum wage and offers a starting wage of \$15 an hour.
- Staff working 24 hours or more have a choice of three health benefits packages, at rates 30-50% below the industry standard. Packages include care related to gender and/or sex transition and benefits for partners and dependents.
- A fully paid parental leave policy for the birth, adoption or long-term guardianship or foster placement of a child or children recognizes and includes all types of families, and is available for staff of all genders.
- New Seasons Market advocates for marriage equality on behalf of its LGBTQIA staff and has been recognized for its progressive transgender workplace policies, treatment of staff with disabilities, and support of equality in employment by Basic Rights Oregon, the Urban League of Portland and Portland Citizens Disability Advisory Committee.
- Staff and their significant others receive a 20 percent storewide discount.
- The company offers secure lifestyle scheduling by supporting flexible and predictable work schedules.

## A NEIGHBORHOOD EMPLOYER

New Seasons Market actively recruits and hires from the communities it serves and staff reflect the diversity of those communities. The company hires fun, knowledgeable and friendly people who love food, embrace the company's mission and want to be part of creating a neighborhood gathering place.

- New Seasons Market partners with local job placement organizations like Goodwill, Urban Leagues of Portland, Oregon Commission for the Blind and New Avenues for Youth, to recruit people who've experienced barriers to employment.
- Company-wide, 51 percent of all management roles are held by women, with equal pay.
- New Seasons Market Community Loan Fund program was created in 2008 to support staff with voluntary co-worker donations during unexpected hardships such as medical, family, transportation or housing crises.
- Through their Lend A Hand program, New Seasons Market staff are given paid time to volunteer for local nonprofits in the neighborhood. Since the program started in 2012, staff have volunteered over 21,000 hours, cooking meals for the homeless, rebuilding trails and delivering meals to seniors.
- The open-door "Speak Up" policy at New Seasons Market encourages any staff, at any time, to share feedback, shape the culture and be involved in decisions that affect them.



## PUBLIC POLICY ADVOCACY

By taking vocal leadership on issues affecting our neighborhoods, and by striving to set a new industry standard, New Seasons Market commits to a better future for its customers, partners and staff.

- After encouraging vendors to voluntarily certify their products as GMO-free in 2013, New Seasons Market publicly endorsed the GMO labeling campaign, Oregon Right to Know, in 2014, with continued public advocacy for non-GMO labeling and certification in 2017.
- In 2014, New Seasons Market publicly endorsed the marriage equality campaign, Oregon United for Marriage.
- In 2015, New Seasons Market supported raising the minimum wage in Oregon by testifying at the Oregon State Senate hearings. Even before legislation approved a minimum wage increase in March 2016, the company announced in September 2015 that it would raise starting wages to \$12 per hour, and in 2019, New Seasons Market increased its starting pay to \$15 per hour.
- Inspired by staff ahead of Oregon's November 2018 election, New Seasons Market announced support for Measure 26-199, an affordable housing initiative for neighbors in the greater Portland metro area.
- At the same time, New Seasons Market announced opposition to Measure 105, which sought to repeal Oregon law prohibiting the use of state and local resources to enforce federal immigration law.



# MILESTONES



## 2020

- Joined the Good Food Holdings family of brands focusing on growth in Oregon and SW Washington.

## 2019

- Raises starting pay to \$15 an hour for all staff.
- Recognized as one of America's Best Employers by Forbes.
- Launches Neighbor Rewards program rewarding customers for sharing in New Seasons Market's commitment to environmental sustainability and supporting small, local producers.
- Recognized in the Green Power Partnership Top 30 Retailers by the U.S. Environmental Protection Agency.
- Created the Partner Fund microloan program for underserved local producers such as businesses owned by women, people of color, immigrants, LGBTQIA+ and social mission-based companies.

## 2018

- Announces paid parental leave benefit, and supports paid family and medical leave legislation.
- Eliminates plastic straws from all Oregon and Washington stores to reduce environmental footprint.

## 2017

- Recognized as #3 in Forbes' America's Best Midsize Employers via an independent survey of New Seasons Market staff.
- Recognized as one of Oregon's Most Admired Companies by Portland Business Journal.

## 2016

- Supports affordable housing Measure 26-179 to promote thriving communities and economic prosperity in Oregon.
- Recognized with the Oregonians Against Discrimination Award for leadership on transgender equality by Basic Rights Oregon.
- Launches Bag It Forward initiative enabling customers to donate their 5-cent reusable bag refund to one of three local non-profit organizations at each New Seasons Market neighborhood store.

## 2015

- Announces plan to raise its minimum wage and advocates policies to set higher minimum wage for all Oregonians.
- Establishes GreenWheels sustainable vendor delivery program in partnership with B-Line, allowing small vendors to drop their store orders at B-Line's warehouse for consolidated store delivery.

## 2014

- Endorses Oregon United for Marriage ballot effort, calling for legislation to ensure equality for all staff.
- Launches Partner Brand, their private label brand, connecting customers with the region's top makers through products that deliver quality, transparency and value.
- Pledges support for GMO labeling in Oregon and the national "Just Label It" campaign.

## 2013

- Becomes the world's first Certified B Corp. grocery store.
- New Leaf Community Markets, a like-minded natural grocer based in Santa Cruz, California, joins New Seasons Market as a wholly owned subsidiary and becomes the second grocer in the world to be recognized as a Certified B Corp.

## 2012

- Ranks in the top 10 of Oregon Business Magazine's 100 Best Green Business to Work For.
- Launches Lend A Hand program encouraging staff to serve in their communities with paid volunteer hours.
- Recognized for 10 years of dedicated partnership by national hunger relief nonprofit Taste of the Nation.

## 2011

- Named among 100 Best Companies to Work For in Oregon by Oregon Business Magazine.
- Named one of Oregon's Most Admired Companies by the Portland Business Journal.

## 2010

- Given an Award of Excellence by the Oregon Organic Coalition.

## 2009

- Announces Endeavor Capital investment as part of a plan for steady growth, to meet customer demand, add jobs and expand markets for regional food producers.

## 2008

- Named one of Oregon's Most Admired Companies by the Portland Business Journal.
- Establishes Community Loan Fund Program to support staff with voluntary co-worker donations during unexpected hardships such as medical, family, transportation or housing crises.

## 2007

- Expands nonprofit donations so that each store can manage their own funds and give back to their individual communities.

## 2006

- Partners with Portland Community College and Oregon State University's Food Innovation Center to establish the Getting Your Recipe to Market course to coach local entrepreneurs on producing, promoting and selling products.

## 2003

- Commits 10 percent of after-tax profits annually to schools and nonprofit organizations working to end hunger, educate youth and protect the environment.

## 2002

- Launches Cans for Kids program enabling customers to donate refundable cans and bottles at New Seasons Market stores and pass the full refund directly to their neighborhood's schools foundation.

## 2000

- Founded by three families and 50 friends who banded together to create the ultimate neighborhood grocery store.
- Opens first store on Leap Day (February 29th) in Portland's Raleigh Hills neighborhood.