



Zero Foodprint

For Immediate Release

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New Seasons Market Champions Sustainable Agriculture through Earth Month Celebration

“Building Better Soil for a Healthier Future,” neighborhood grocer unites partners to invest in our planet, donates 1 percent of select sales to Zero Foodprint

Portland, Ore. (April 2, 2024) – In observance of Earth Month, [New Seasons Market](#) is launching [“Building Better Soil for a Healthier Future,”](#) an effort in which the neighborhood grocer and select vendor partners are collaborating to contribute to the vitality of the planet. During the month of April, more than [25 brands](#) found at New Seasons Market’s 21 stores will donate **ONE PERCENT** of their sales to benefit [Zero Foodprint](#), a non-profit organization dedicated to assisting farmers and ranchers implement regenerative agricultural practices. In collaboration, New Seasons Market will also contribute one percent of its [Partner Brand](#) private label product sales.

"As a steward of sustainability, we are acutely aware that our decisions today shape the world we pass on to future generations. 'Building Better Soil for a Healthier Future' is more than a campaign; it is a manifestation of New Seasons Market's core belief that every small action contributes to a larger, positive impact on the environment," said New Seasons Market CEO Nancy Lebold. "Together, with our valued partners, we are proud to support Zero Foodprint's regenerative agriculture initiatives, making a tangible difference in the fight against climate change while also elevating the quality and sustainability of the food we bring to our customers' tables."

The Earth Month program highlights a direct approach to funding [transformative farming](#) and ranching practices, one that focuses on rebuilding the health of our soil, rejuvenating ecosystems, and recreating a more balanced agricultural landscape. By adopting practices that make the land healthier and give back to nature, farmers are fostering a truly positive and sustainable agricultural future. It perfectly embodies New Seasons Market's ongoing commitment to sustainability and environmental restoration.

"Zero Foodprint is excited to partner with New Seasons Market and the dozens of brands that are going above and beyond by actively teaming up with farms and ranches to advance regenerative agriculture," said Anthony Myint, Executive Director of Zero Foodprint. "Hopefully, this marks a turning point in the good food movement, where consumers and businesses begin collaborating to implement the next practice on the next acre. We're proud to be working with New Seasons Market on creating an optimistic new normal in which we can all do our part to restore the climate while growing better food!"

'Building Better Soil for a Healthier Future' participating brands include:

Tillamook

Lundberg Family Farms

Stumptown Coffee

Rubicon	Fort George Brewery	Hopworks Brewery
Hummingbird Wholesale	Stoller Family Estate	Country Natural Beef
Ferndale Farmstead	Rogue Creamery	Alec's Ice Cream
Planet Based Foods	White Leaf Provisions	Diestel Family Ranch
Mary's Chicken	Alexandre Family Farms	Vital Farms
Braga Fresh Broccolini	Ancient Nutrition	A to Z Wineworks
Sokol Blosser	Herb Pharm	Bob's Red Mill
Westwind Gardens	And, of course, New Seasons Market Partner Brand...	

New Seasons Market's Partner Brand is a private label with a purpose. Unlike most retailers, New Seasons Market showcases the makers of each product on the front label. Moreover, a portion of sales from Partner Brand go back into the community throughout the year, not just in honor of Earth Month.

"We recognize the immense impact that agriculture has on our planet, and its unique role as a solution to climate change and the other environmental issues we are facing. This Earth Month, we are not just celebrating our planet; we're actively investing in its future," said Athena Petty, New Seasons Market's Senior Manager of Sustainability. "By supporting Zero Foodprint, we aim to fund the farmers and ranchers who are working to transform the very ground beneath our feet through healthy soil practices. This initiative is more than a campaign; it's a commitment to building resilience in our food system, for both the health of our communities and our planet."

New Seasons Market invites customers to join in this cause by shopping for their favorite products from these select brands throughout April. Together, we can make an enduring impact, nurturing the soil that nourishes us and paving the way for a flourishing future. For more information about the Earth Month program, please visit: newseasonsmarket.com/supporting-regenerative-agriculture.

About Zero Foodprint

Zero Foodprint (ZFP) is a nonprofit organization restoring the climate, one acre at a time. We believe that by regenerating soil, local food economies can play a critical role in reversing the global climate crisis. We work with food and beverage businesses, philanthropy, and government to bring the next dollar to implement the next regenerative practice on the next acre. This regenerative economy benefits every person who grows food, every person who sells food, and every person on this planet who eats food. For more information, visit: www.zerofoodprint.org.

About New Seasons Market

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of its staff, partners, neighborhoods, and the environment to growing a sustainable business, it's doing what it loves with a commitment to cultivating a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, Ore., New Seasons Market is now a team of nearly 2,700 passionate staff across 21 stores in Oregon and Washington, serving a unique mix of locally sourced and organic items, classic grocery favorites, chef-made grab and go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves. For more information, visit www.newseasonsmarket.com.

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