

# Hello from New Seasons Market!

# Introductions

Joe McCarthy  
Store Manager



# Introductions

## A Neighborhood Market Since Day One

- Founded 24 years ago by 3 families
- World's first Certified B Corp grocer
- Commitment to:
  - Sustainable practices
  - Local producers
  - Community!



# Milwaukie Marketplace

Opened March 27, 2024

- Announced in March 2022, opened 2 years later
- Many of the store's 110+ staff from Milwaukie
- Community partnership with Esther's Pantry and Clackamas Service Center

City leaders and advocates helped bring this to life!



# Product Selection

- Best In Class: Produce, Meat/Seafood, Prepared Foods/Deli and Bakery
- A Spectrum of Choices: Wide assortment - conventional favorites, local, organic and regeneratively grown goods.



Customers trust that they're making good choices for the planet and community when they shop with us.

# Showing Up For The Planet

- Waste Reduction: Reduce and divert waste, create more opportunities for recycling.
- Climate Action: Reducing operational emissions (including those along our supply chain) and making climate-friendly improvements.
- Soil is Everything: Promote regenerative agriculture, which rebuilds soil health, increases carbon capture, improves water efficiency and promotes biodiversity.



# Showing Up For The Planet



## **66% Landfill Diversion**

We work to reduce our operational waste footprint and increase the percentage of waste diverted from landfills through reduction, reuse, recycling, and composting efforts.



## **4.59% Total Waste**

To reduce food and product waste, we're continuously refining practices, learning about and implementing new technology, and reevaluating our operations.



## **21% ENERGY STAR Certification**

21% of our locations achieved Energy Star certification, a verification of best-in-class energy efficiency.

# Building Community

- Community Donations: Donate 10% of after-tax profits back into the communities we serve.
- Bag It Forward: For every customer who brings in a reusable bag, we donate 5 cents.
- Cans for Kids: Customers can donate redeemable used cans or bottles, providing 10 cent donation to schools.\*
- Community Hunger Relief: Customers can donate to one of 10 selected community organizations at each transaction.
  - November: Donate Dinner
  - May: Nourish our Neighbors





# Building Community



## **\$865K Community Fundraising**

Dollars raised through customer engagement in programs that give back, with a focus on food security, environmental action and justice, and neighborhood education.



## **\$473K Food Equity & Access**

New Seasons Market's financial investments in nonprofit organizations addressing food insecurity and its root causes in our communities.



## **849 hours Community Service**

Through our Lend A Hand program, all staff members have eight paid hours annually to participate in community service with a non-profit of their choice.

# Local Sourcing

- Supporting Local Economy and Farmers: Boosts the regional economy, promotes job creation and supports the livelihoods of local farming families.
- Local Finds: Provides a platform for small, local artisans and producers to reach a broader market.



# Partner Brand

- Reinvesting in Our Community: A portion of proceeds reinvested into the community.
- Local Sourcing: 80%+ of Partner Brand are sourced from within 500 miles of our stores.
- Packaging: Solutions that reduce waste.
- Commitment to Sustainable: More organic and regeneratively produced options.



# What's Next?

- Tanasbourne Townsquare: Opening 2025
- Seasonal Promotions:
  - Local berries, cherries, stone fruit and sockeye
  - Summer of Scoops ice cream
  - Plastic-free July
- Community Support:
  - Porchfest
  - Cruise-In



# How To Get Involved

- Connect with Our Friendly Staff: Introduce yourself to our staff!
- Enroll in Neighbor Rewards: Join our Neighbor Rewards program!
- Explore Our Online Aisle: Online shop for in-store pickup or delivery to your doorstep!
- Volunteer: Donate Dinner this Thanksgiving!

- Engage with Us on Social Media:

Facebook



Instagram



LinkedIn



# Eat Good. Do Good.

At the heart of Milwaukie is a vibrant tapestry of community connection, and we're thrilled that New Seasons Market is a place where neighbors meet.



**Thank you!**