











IMPACT METRICS

As a certified B Corp, New Seasons Market continuously tracks the objectives, performance, and goals for the metrics most material to our social and environmental impact. We set goals annually and work to make progress year over year. In 2023, we set some lofty goals to engage our staff, reduce our environmental footprint, and support our foodshed. While we made progress in each area, we fell short of our goals in many areas, including with our short-term goal to reduce emissions associated with refrigerant leaks and our food waste reduction goal. We will continue to set goals that align with our values and will report both our successes and shortcomings to our communities as we continue this journey. Please see more details on each of our Impact Metrics below.

| | IMPACT AREA | METRIC | RESULTS | 2024 GOAL and beyond |
|---|---|--|--|---|
| COMMUNITY | | | | |
|  | COMMUNITY SERVICE | Through our Lend A Hand program (LAH), 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. | 2023: 849 hrs. , goal not achieved 2022: 905 hrs. 2021: 537 hrs. *2020: 574 hrs. | 2024: 15% of staff using LAH hours Switching from total hours to percent of staff using program |
|  | CHARITABLE DONATIONS TO FOOD EQUITY AND ACCESS | We focus on supporting local nonprofit organizations that are addressing food security—specifically regarding food access, environmental action and justice, and neighborhood education. We aim to increase customer engagement year-after-year and have a match component to several of our programs to incentivize giving. | 2023: \$864,500 , goal achieved 2022: \$756,317 2021: \$622,315 2020: \$493,309 | 2024: \$907,725 (5% over 2023) |
| PROGRESSIVE EMPLOYER | | | | |
|  | STAFF ENGAGEMENT | Staff surveys are a way to help us better understand our staff and allow us to measure things like satisfaction, inclusion, and morale—as well as gauge staff commitment and motivation. We gather this data biannually through our engagement and DEI surveys. | 2023: 30% completion , goal not achieved 2022: 33% completion | 2024: Goal changing to focus on staff diversity |
|  | STAFF DIVERSITY | Diversity is central to our values. We celebrate our differences and know they are what make us strong. It is also central to business success: Companies with above-average total diversity have both higher innovation revenues and higher EBIT margins, on average. Racially and ethnically diverse companies are more likely to perform better, and diverse teams are likely to capture and penetrate new markets. | New metric for 2024 | 2024: 25% of staff identifying as people of the Global Majority or BIPOC |
| REGIONAL FOOD ECONOMY | | | | |
|  | PARTNER BRAND PRODUCT SOURCING | 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. | 2023: 81% , goal not achieved 2022: 82% 2021: 82% 2020: 78% | 2024: Maintain 80%+ of our Partner Brand products sourced regionally |
|  | PARTNER BRAND PRODUCT SUSTAINABILITY | As our Partner Brand private label program evolves, we will focus not only on where products come from but also how they're produced by adding more certified organic and regenerative products to our product mix. | 2023: 22% | 2024: 25% of New Seasons Partner Brand sales will be from certified organic or regenerative products in 2024 |
| ENVIRONMENT | | | | |
|  | REDUCE GREENHOUSE GAS (GHG) EMISSIONS | 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 cannot or have not been reduced. | 2023: 9,540 MT CO2e operational emissions , including 5,729 MT CO2e resulting from refrigerant leaks, goal not achieved. 2022: 7,595 MT CO2e 2021: 10,610 MT CO2e *2020: 6,246 MT CO2e | 2024: 10% reduction in GHG resulting from emissions associated with refrigerant leaks over 2023 2026: 45% reduction in GHG emissions (scopes 1 and 2) By 2030: Net zero operational GHG emissions (scope 1 and 2) |
|  | STORE EFFICIENCY | We're always looking for ways to make our stores as energy efficient as possible to reduce GHG emissions from the 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. | 2023: 21% of our stores have Energy Star certification , goal not achieved 2022: 22% of stores with Energy Star certification | Store efficiency tracked and monitored with GHG emissions |
|  | LANDFILL DIVERSION RATE | 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. | 2023: 66% , goal not achieved 2022: 64% 2021: 57% 2020: 52% | 2024: Reach 68% landfill diversion |
|  | WASTE REDUCTION | 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. | 2023: 4.59% total waste , goal not achieved. 2022: 4.36% total waste 2021: 4.56% total waste (baseline) 2020: 4.49% total waste | 2024: Reduce waste to 4.03% of sales Reduce our food waste 50% by 2030 |

* These results were heavily impacted by COVID-19.