



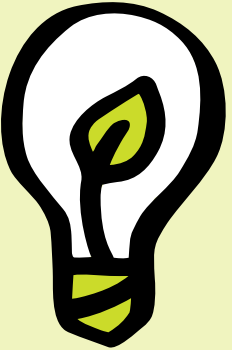

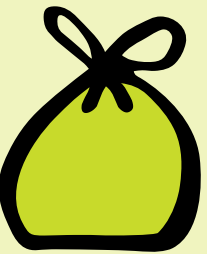

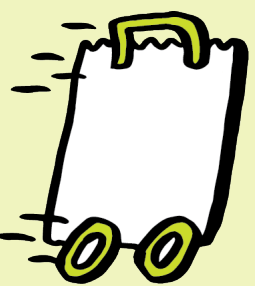


# IMPACT METRICS

New Seasons Market tracks objectives, goals, and performance metrics across our social and environmental impact. In 2025, we focused on engaging the community, reducing our environmental footprint, and supporting our food shed. While we made progress, we also fell short in some areas—but we remain committed to setting goals that align with our values and will report both our successes and shortcomings along the way. See details on each of our Impact Metrics below.

	IMPACT AREA	METRIC	RESULTS	2026 GOAL and beyond
<b>COMMUNITY</b>				
	<b>COMMUNITY SERVICE</b>	Through our Lend a Hand program, all staff receive eight paid hours each year to volunteer with a nonprofit of their choice—helping to strengthen the communities we serve.	<b>2025: 835 hours</b> (missed goal) 2024: 1,000 hours 2023: 849 hours 2022: 905 hours	1050 hrs.
	<b>CHARITABLE FUNDS RAISED THROUGH FUNDRAISING</b>	We engage customers in giving through community programs—including Bag It Forward, Nourish Our Neighbors, Can for Kids, Gift It, and Bloom 1%—as well as two annual fundraisers: Donate Dinner and the Nourish Our Neighbors Match. Our goal is to increase customer giving each year.	<b>2025: \$870,272</b> (missed goal) 2024: \$868,806 2023: \$864,500 2022: \$756,317	\$907,025
<b>REGIONAL FOOD ECONOMY</b>				
	<b>NEW SEASONS BRAND PRODUCT SOURCING</b>	New Seasons Brand is our private label with a purpose. We focus on partnering with local growers and makers to create products that are good for people and the planet—while supporting our regional food economy. Our goal is to increase the % of sales from certified organic products.	<b>2025: 34% certified organic</b> (missed goal) 2024: 36% certified organic 2023: 22% certified organic	36% of sales from certified organic products
	<b>INCREASE PERCENT OF SALES FROM LOCAL COMPANIES</b>	We're committed to supporting companies that grow, raise, fish, and produce food locally. This goal focuses on increasing the percentage of sales from local partners to strengthen our regional food economy.	<b>2025: 23% of sales from local companies</b>	Increase sales from local companies by 5%
<b>ENVIRONMENT</b>				
	<b>REDUCE SCOPE 1 &amp; 2 GREENHOUSE GAS EMISSIONS (METRIC TONS CO2 EQUIVALENT)</b>	We're committed to reducing our Scope 1 & 2 ghg emissions by 45% by the end of 2026 and reaching net-zero emissions by 2030, relative to our 2021 baseline. By 2030, we will purchase high-quality ghg credits to compensate for any remaining emissions that cannot or have not been reduced.	<b>2025: 7325 MT CO2e, 30.8% improvement over our 2021 baseline.</b> New Seasons Market offsets 100% of its Scope 2 emissions by purchasing third party-verified Renewable Energy Credits (RECs), effectively reducing market-based Scope 2 emissions to zero. Total location-based Scope 1 & 2 emissions = 15,143 2024: 8,408 MT CO2e 2023: 9,540 MT Co2e 2022: 7,595 MT CO2e	45% reduction in scope 1 & 2 ghg emissions
	<b>EMISSIONS ASSOCIATED WITH REFRIGERANT LEAKS</b>	We're committed to reducing the emissions associated with refrigerant leaks in our operations.	<b>2025: 3221 MT CO2e</b> (missed goal by $\leq \frac{1}{2}$ % pts) 2024: 4,470 MT CO2e	3,124 MT CO2e—3% reduction in emissions associated with refrigerant leaks
	<b>LANDFILL DIVERSION</b>	Diverting waste is very important to our company, our customers, and the planet. We're committed to reducing our operational waste footprint and increasing the percentage of waste diverted from landfills (through reduction, reuse, recycling, and composting efforts).	<b>2025: 67% waste diverted</b> (missed goal by 1%) 2024: 67% waste diverted 2023: 66% waste diverted 2022: 64% waste diverted	68% waste diverted
	<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.	<b>2025: 4.73% of net sales</b> (missed goal) 2024: 4.28% of net sales 2023: 4.59% of net sales 2022: 4.36% of net sales	4.07% of net sales
	<b>TRANSPORTATION EFFICIENCY</b>	New Seasons Logistics provides consolidated transportation solutions through GreenWheels and Local Logistics to help small, local vendors save time and focus on growing their businesses—while reducing trips and lowering CO <sub>2</sub> e emissions.	New Metric for 2026	GW Vendor Count: 25% Increase GW Trips: Increase 15% LL Trips: Increase 10% LL Cube: Increase 15%

GW: GreenWheels LL: Local Logistics