



FOR IMMEDIATE RELEASE

## **New Leaf Community Markets Earns B Corp Recertification, Celebrates Local B Corp Community**

**SANTA CRUZ, Calif. – July 31, 2018** – Santa Cruz organic and natural grocer [New Leaf Community Markets](#) is showcasing local B Corp partners along the Central Coast to introduce residents to fellow companies using the power of business to solve social and economic problems. The celebration coincides with the announcement that New Leaf has earned B Corp recertification, an independent, third-party affirmation of its triple bottom line commitments to staff, community and the environment, alongside sustainable business growth.

B Corp is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk. Certification is based upon a detailed impact assessment of company practices, including governance, environmental and community impacts, staff benefits and culture that occurs every two years following a company's initial B Corp certification.

"Our mission to nourish and sustain the community is in our roots," said Mary Wright, vice president of New Leaf Community Markets. "We are a proud and active member of the B Corp community, investing in partnerships with local, organic and natural food and wellness vendors to build a sustainable offering with the most beneficial impact on our customers' health, and the health of the environment."

The first grocer in California, and the only company in Santa Cruz to achieve B Corp certification, awarded in 2013, New Leaf is joined by more than 250 B Corporations across the state that use business as a force for good. Sustainable products from California B Corps including Clover Sonoma, Method, Klean Kanteen, Rubicon Bakery, Dr. Bronner's and more will be prominently displayed across New Leaf's four stores along the Central Coast to introduce customers to other California purpose-driven companies.

"We are excited to join a growing community of like-minded partners who are working together to use their power to solve social and environmental problems," said Clover Sonoma President and CEO, Marcus Benedetti. "This collective movement to redefine success in business has one unifying goal: to show that companies can operate as a force for good, and reflect a culture of durable prosperity for all."

New Leaf's completed B Corp assessment can be viewed online at [www.bcorporation.net](http://www.bcorporation.net). As a Certified B Corporation, New Leaf joins more than 2,500 B Corporations across 130 industries in more than 50 countries using business as a force for good.

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### **About New Leaf Community Markets**

An organic and natural grocer with four stores along the Central Coast, New Leaf Community Markets has been serving the community for 33 years. New Leaf is committed to offering customers foods and products that have the most beneficial impact on their health and the health of the environment. Helping customers make informed decisions is an integral part of this commitment. A wholly owned subsidiary of New Seasons Market since November 2013, New Leaf Community Markets is the first grocer in California to achieve B Corporation certification, which means that New Leaf uses the power of business to solve social and economic problems.

New Leaf's mission, to nourish and sustain our community, is reflected in the 10 percent of profits given annually to support local nonprofits working to improve the quality of life. Connect at: [www.newleaf.com](http://www.newleaf.com).

**About B Corporations**

Certified B Corporations are leaders of a global movement of people using business as a force for good™. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 2,500 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal: to redefine success in business.

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