

## **FEB 6, 2017 – UPDATED PRESS RELEASE AND PHOTO CAPTION**

Shown in photo, from left: Chris Farotte, meat and seafood program & category manager, New Leaf Community Markets, Eric Gorham, sales and marketing, Smart Chicken®, Willy Elliott-McCrea, CEO of Second Harvest Food Bank of Santa Cruz County, Suzanne Willis, development & marketing officer, Second Harvest, Kate Halper, regional marketing manager, New Leaf Community Markets and New Seasons Market, and Grace Galvan, director of agency network services, Second Harvest

### **New Leaf Community Markets Donates Over 4 Tons of Smart Chicken® and \$15,226 to Area Food Banks**

New Leaf Community Markets and its partner Smart Chicken® have donated over eight tons of nutritious poultry to the food banks in the communities it serves, and a total of 28 tons since launching the program in 2006.

For every 10 pounds of Smart Chicken purchased by customers of New Leaf and sister store New Seasons Market in San Jose during November 2016, the food banks received one pound of the poultry. In addition, customers generously donated \$15,226 during holiday food drives, the equivalent of 63,400 meals for local families in need.

- Second Harvest Food Bank of Santa Cruz County received 4,465 pounds and \$9,710 in customer donations.
- Second Harvest Food Bank of Santa Clara and San Mateo Counties received 3,088 pounds from New Leaf Half Moon Bay and sister store New Seasons Market Evergreen in San Jose, and \$5,076 in customer donations.
- Alameda County Community Food Bank received 846 pounds and \$440 in customer donations.

“For the 10th year in a row, New Leaf Community Markets, Smart Chicken and county residents have partnered with Second Harvest Food Bank to combat hunger in Santa Cruz,” said Willy Elliott-McCrea, CEO, Second Harvest Food Bank of Santa Cruz County. “New Leaf’s Smart Chicken donation provides quality lean protein to our county’s most vulnerable, while the community’s support enables us to distribute fresh produce and pantry items. Together we’re fighting hunger and creating a healthier county. Together, we’re feeding hope,” he added.

“New Leaf is very appreciative of our partner Smart Chicken and our customers who have joined with us to make this annual effort for local food banks such a big success,” said Chris Farotte, meat and seafood director, New Leaf Community Markets.

Smart Chicken is made from 100% all-natural, free-roaming, grain-fed chickens that are raised without animal byproducts, antibiotics, or hormones. The poultry is processed using purified cold air instead of being chilled in non-potable communal water baths, which eliminates water absorption and cross contamination. The company maintains high standards for how the chickens are humanely raised, transported, and prepared for market.

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

A natural grocery company with seven stores, New Leaf has been serving the community for 31 years. New Leaf is committed to offering customers choices 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 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).