



FOR IMMEDIATE RELEASE

New Leaf Community Markets Introduces the Partner Fund Microloan Program
Neighborhood Grocer Offers Low-interest Loans and Mentorship for Local, Small and Underserved Independent Food Producers

SANTA CRUZ, Calif. – October 15, 2019 – Organic and natural grocer [New Leaf Community Markets](#) today introduced the New Leaf Partner Fund, a microloan program created to support a diverse regional food economy through low-interest jump-start loans and business mentorship. As a mission-based loan program, the Partner Fund prioritizes underrepresented food entrepreneurs who historically face barriers to capital, such as small independent businesses owned by women, people of color, immigrants, LGBTQIA and social mission-based companies.

“The New Leaf Partner Fund was inspired by our customers and staff who share our mission to nourish and sustain the local producers and farmers in our community,” said Forrest Gonsiewski, vice president of New Leaf Community Markets. “By creating a low-interest loan program that allows everyone equal access to capital, we can use our business as a force for positive change and help local entrepreneurs grow their business.”

The Partner Fund is available for independent food producers who have been in business a minimum of two years, with fewer than 25 employees, and are seeking financing to fund new business growth, such as purchasing equipment to expand production, introduce a new product to market, or develop marketing materials. Loans start at \$5,000 to \$25,000, and are routinely granted four times each year.

In addition to capital, Partner Fund loans come with an array of business support and mentorship options to ensure loan recipients are setup for long-term growth and success. Loan recipients will be connected with a community business resources and New Leaf staff to assist with anything from packaging and transportation needs to balance sheets and marketing support.

Learn more about the New Lead Partner Fund and apply now at www.newleaf.com/partnerfund.

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About New Leaf Community Markets

An organic and natural grocer with five 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.

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