

Thank you for believing in New Leaf Community Markets!

For 30-plus years we've been supporting our mission to nourish and sustain our Central Coast communities. Along the way, we've sourced the best, sustainably produced ingredients and products for our stores — many from within 100 miles. And, we've donated more than \$2 million to organizations we see eye-to-eye with when it comes to climate-friendly practices, social justice and positive change. For us, it's all about improving the vitality and sustainability of our beautiful communities **every single day**.

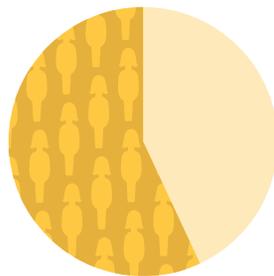
COMMUNITY

New Leaf Community Markets' commitment to the community remains a core piece of the work that we do. In 2019, we **supported over 350 local organizations** working to fight hunger, support K-12 education, environmental stewardship, and the health and safety of the neighborhoods we serve. With our staff Lend-A-Hand program, over 130 New Leaf staff members provided close to 500 volunteer hours with local non-profit organizations.



INTEGRITY

57%
WOMEN-LED
LEADERSHIP



With the opening of a new location in Aptos, New Leaf Community Markets **created 100 new jobs in Santa Cruz County**. Employees receive progressive pay and benefits, paid parental leave, an employee discount, and a 50% public transit discount.

New Leaf Community Markets is inclusive to all races, religions, LGBTQ+ and more, and is proud to report **57% of our management team led by women**.

SUSTAINABILITY

Since launching our Envirotokens program in 1993, encouraging the use of reusable bags, we have seen over 9 million come through our doors, 150,000 of them in 2019!

We've expanded our bulk products to our wellness department, launching bulk soaps and lotions available in three of our four Santa Cruz County stores, and plans to expand to all locations in 2020.

New Leaf Half Moon Bay launched a new composting and recycling initiative that has **diverted approximately 11 tons of compostable materials per month**, and 11 yards of recycling per week from the landfill!

100% renewable energy credits were purchased for all stores, and all five locations are proud to be a **Certified Green Business**. Evaluated on various impact areas such as energy, waste, water, community efforts, transportation, pollution prevention and more. Green Certification distinguishes businesses as members of an accredited program with high standards and verifiable requirements.

Aptos New Leaf is a recycling project of its own, with **2/3 of the store built into the historic Hihn Apple Barn**.



QUALITY

New Leaf Community Markets take pride in providing our customers with the highest quality, locally sourced, sustainably raised products, carrying over **2500 local products**, over 900 of which were added to our shelves in 2019. Products from local vendors such as **Ocean2Table**, featuring fresh fish sustainably caught in the Monterey Bay. And the **Homeless Garden Project**, providing job training and transitional employment for those experiencing homelessness, creating grocery and bath and body products from the produce they grow and harvest.

In Santa Cruz at our Westside location, and in Half Moon Bay, our stores feature a community classroom that combined have offered over **200 free and low-cost health and wellness classes** to customers of all ages.



RESPECT



Everyone deserves access to quality food, which is why New Leaf Community Markets has supported such organizations as the Second Harvest Food Banks of Santa Cruz County and Silicon Valley. Our annual holiday fund drive collected **over \$6,500, donated** to these organizations, and **8,000 pounds of Smart Chicken** during our annual Smart Giving campaign and partnership with Smart Chicken.

In addition to the food banks, New Leaf provided sponsorship of the newly developed food pantries at UC Santa Cruz, and Cabrillo College. Providing not only sponsorship funds, but also food, health and wellness product donations, and equipment.

We've also upgraded the management of our culls, installing refrigerators specifically for storage of perishable culls. The refrigerators are accessible to staff and gleaning partners alike, and have **helped to reduce food waste**, and insure that consumable food items are making it into the hands of those who need it most.

35 MORE YEARS...

Thank you to all of our staff, customers, community members and partners for supporting and believing in New Leaf Community Markets for the past three decades. Your support allows us to do the good work of serving our communities the best way that we know how — through being a dependable, high-principled, community-hub grocer. Here's to 35 more years and then some!