



FOR IMMEDIATE RELEASE

New Leaf Community Markets Announces Starting Pay Increase for Staff

Wage updates continue investments in progressive compensation and benefits

SANTA CRUZ, Calif. – September 27, 2021 – [New Leaf Community Markets](#), a Central California Coast grocer and independent operator within the Good Food Holdings family of brands, announced a starting wage increase to \$16.25 per hour, effective October 6, 2021. In addition to higher starting pay, New Leaf Community Markets will adjust its wage scales in order to recognize the contributions of all hourly store staff. These wage investments will raise the average pay of current hourly staff to \$19.76 per hour, allowing New Leaf to continue to support staff with competitive compensation in the region.

“Supporting staff with competitive pay and benefits is a key commitment in New Leaf Community Markets’ mission to nourish local communities,” said Forrest Gonsiewski, regional vice president at New Leaf Community Markets. “With this starting wage investment, we’re proud to remain competitive with other Central California retailers as we work to retain and attract the best people from within the communities we serve.”

New Leaf Community Markets leads with progressive policies and programs that nurture staff and nourish local communities. The company was an early adopter of a \$15.00 per hour starting wage and invests 25% of every sales dollar back into compensation and benefits programs. As the first B Corp Certified grocery store in California, New Leaf Community Markets also leads the industry with comprehensive benefits packages that include robust healthcare for all kinds of families, paid parental leave, secure lifestyle scheduling, paid volunteer opportunities, career development and more.

Recent benefit investments include: a scholarship program for interested staff to earn their [Retail Management Certificate](#), providing access to continued education and professional development opportunities, and the expansion of parental leave eligibility to part-time staff, effective in the 2022 open enrollment period.

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 35 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. 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 after-tax profits given annually to support local nonprofits working to improve the quality of life. Connect at: www.newleaf.com.

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