



FOR IMMEDIATE RELEASE

New Leaf Community Markets Donates to Two Local Organizations Supporting Agricultural Workers

\$30,000 donated in the Santa Cruz and Half Moon Bay communities

SANTA CRUZ, Calif. – September 23, 2021 – Central Coast grocer [New Leaf Community Markets](#), an independent operator within the Good Food Holdings family of brands, is making a \$30,000 donation to aid two organizations centered around serving the farmworkers and agricultural community who are vital to the health of the local food economy. The donation will be split between two partners serving communities that surround New Leaf stores – [Center for Farmworker Families](#) in Santa Cruz County and [Ayudando Latinos A Soñar](#) in Half Moon Bay.

"2020 and 2021 have been the worst years for farmworkers that I have seen in our county in over 20 years. Because of the support we have received from New Leaf Community Markets, we will be able to provide desperate farmworkers with much-needed rental assistance, money for food and household goods, school supplies and clothing for the children of farmworkers, and \$500 scholarships for farmworker children studying for higher education. I have no idea what the community would do without this generous support," said Dr. Ann López, director, Center for Farmworker Families.

While many have felt the social and economic impact of the pandemic over the last 18 months, these impacts often affect the farmworker community disproportionately. This community has had to survive without the help of financial safety nets, with food insecurity and a lack of basic necessities remaining large concerns.

"Without the members of the agricultural community, fresh produce does not make its way to our tables to nourish our families. We are deeply grateful to our sustainable farming partners and the nonprofit organizations that support these groups," said Forrest Gonsiewski, vice president, New Leaf Community Markets. "We recognize that this community needs support now more than ever, and we are honored to be able to live up to our mission and support them."

In addition to this donation, both organizations are beneficiaries of New Leaf's 'Round Up the Change' incentive at all registers through the end of October. With customers encouraged to round their totals up to the nearest dollar, these organizations receive 100% of the spare change raised. New Leaf Community Market in Half Moon Bay will be donating to ALAS, while the four Santa Cruz County stores will be giving to Center for Farmworker Families. Other local companies or individuals looking to make a difference through these organizations can learn more and donate on their respective websites at <https://farmworkerfamily.org> or www.alashmb.org

"This generous donation from New Leaf Community Markets will help ALAS feed the hard-working farm workers on the Coastsides. Our farm workers work every day regardless of the elements outside and are often taken for granted. This donation goes a long way in ensuring our farm workers are taken care of and represented in our community," said Pat Carbullido, operations manager, Ayudando Latinos A Soñar.

As California's first certified B Corp grocer, New Leaf Community Markets has been long committed to building and nourishing the communities it serves, donating 10% of after-tax profits to hundreds of local organizations supporting hunger relief, education and protecting the

environment. To learn more about New Leaf's community programs and giving, visit <https://www.newleaf.com/different/community/>.

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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 over 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. 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 after-tax profits given annually to support local nonprofits working to improve the quality of life. For more information, visit www.newleaf.com.

About Center for Farmworker Families

Based in Watsonville, Center for Farmworker Families promotes awareness about the difficulties binational farmworkers face while proactively working to improve the lives of farmworkers' families. Through research and education for farmworker families, supporting projects in both Mexico and California to promote financial and nutritional well-being, advocating for necessary changes to improve living and working conditions for the farmworker community, and promoting the importance of education for farmworkers and their families, Center for Farmworker Families is an integral part of supporting those in the community that are vital to the economy of California. Learn more at www.farmworkerfamily.org.

About Ayudando Latinos A Soñar

A 501c3 nonprofit that began as a grassroots effort in 2011, ALAS is rooted in the Latino Coastal community as a space of support in the Half Moon Bay area. ALAS offers services like culturally centered mental health services, wraparound case management, immigration and social justice advocacy as well as offering educational programs for all. Committed to working with children & youth, families, farmworkers, asylum seekers and seniors, ALAS believes every story deserves a voice in honoring the immigrant journey. Learn more about their work at www.alashmb.org.

Media Contact:

New Leaf Community Markets PR Team
media@newleaf.com