



## **Ocean2table Brings Fresh, Local Sustainable Seafood to New Leaf Community Markets**

**SANTA CRUZ, Calif. – September 19, 2018** – Santa Cruz organic and natural grocer [New Leaf Community Markets](#) announced today a new partnership with [Ocean2table](#) to offer the community supported fishery's fresh, local and sustainably harvested seafood at New Leaf's Westside Santa Cruz, Capitola and Half Moon Bay locations.

Partnering with New Leaf extends Ocean2table's exclusive pickup and delivery offerings to a convenient community grocery store environment, allowing customers to pick up the freshest seafood while they're shopping for the rest of their meal. Fish are available within 24 hours of arriving in port, with availability determined by season and the health of the fishery. Customers will never find fish that are endangered, overfished or harvested in a manner that's destructive to the environment or any other species.

Overfishing – catching fish faster than they can reproduce – is one of the biggest threats to ocean ecosystems and the seafood economy. According to the United Nations [Food and Agriculture Organization](#), roughly one-third of assessed fish populations are overfished and more than half are fully-fished, disrupting the marine food chain and threatening the job and food security for the Coastal communities around the world that depend on fish as their primary source of employment and protein.

"New Leaf has always had high standards for fish and is committed to direct relationships with fisheries in the region," said Daniel Hartsock, meat and seafood manager at New Leaf Community Markets' Westside location. "Ocean2table shares our passion for sustainable seafood and our partnership ensures we'll always have the freshest and most sustainable local fish for our customers."

Customers can find Ocean2table's fresh fish species information, origin and the name of the boat and captain displayed on the seafood case at New Leaf's Westside Santa Cruz, Capitola and Half Moon Bay locations every Tuesday and Friday, permitting fair weather and species are available.

A longtime advocate for sustainable seafood, New Leaf collaborated with FishWise and Monterey Bay Aquarium's Seafood Watch Program in 2002 to help develop and launch the program's Green, Yellow and Red color ratings to help customers make informed decisions on the sustainability of the seafood they purchase. New Leaf only sources fish that meet the Green and Yellow ratings. For more information on New Leaf Community Markets' commitment to sustainable seafood, visit [www.newleaf.com/seafood](http://www.newleaf.com/seafood).

++++

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

An organic and natural grocer with four 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](http://www.newleaf.com).

**Media Contact:**

New Leaf Community Markets PR Team

[media@newleaf.com](mailto:media@newleaf.com)