



New Leaf Community Markets Announces Starting Pay Increases for Staff
Pay program updates reflect the B Corp grocer's ongoing investments in progressive compensation and benefits

SANTA CRUZ, Calif. – December 18, 2018 – Progressive neighborhood grocer [New Leaf Community Markets](#) announced the company will increase starting pay to \$15 per hour for staff in 2019, building on the company's long history of supporting staff with industry-leading pay and benefits in the communities it serves.

"New Leaf Community Markets is committed to supporting staff with competitive pay and benefits as part of our founding values," said Kristi McFarland, co-president of New Leaf Community Markets and parent company New Seasons Market. "We want to attract and retain the best people, and have been listening and responding to staff suggestions to assist their growth with the company and help our communities thrive."

Effective February 1, 2019, the starting pay for all staff at all New Leaf and New Seasons Market stores will be \$15 an hour, as part of a multi-year strategy that has resulted in a 50 percent increase in starting pay since 2015. Alongside a higher starting pay, additional updates to the company's pay programs will be made, including increased wage scales, more frequent pay increases, adjustments based on time with the company, and a simplified review process for more predictable pay progression. With these changes, more than 80 percent of New Leaf's clerks will see an increase in pay in February.

"These updates have been our goal since our most recent major investment in starting pay in 2016 and we are happy to be able to make it happen even earlier than planned," said Forrest Hoffmaster, co-president of New Leaf Community Markets and New Seasons Market. "The grocery industry, as one of the largest employers of hourly workers, has an opportunity to improve equity and livability for the people working in stores, and we're proud to be a leader in this area."

The investments further New Leaf's long commitment to progressive policies and programs nurturing staff and the communities served by the grocer. As California's first B Corp grocery store, New Leaf leads the industry with robust healthcare for all kinds of families, paid parental leave, secure lifestyle scheduling, paid volunteer opportunities, career development and more.

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.

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