

shop
eat **Local
Organic**

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New Leaf Community Markets

How it all started

Scott Roseman went to Santa Cruz in 1977 to attend UCSC. While a student, he joined Our Neighborhood Food Co-op, located on the Westside of Santa Cruz. In the summer of 1984, about three years after he was hired onto the Co-op staff, Scott was diagnosed with leukemia. It took a year to go through the necessary treatment, but towards the end of that year, as the Co-op was floundering, he made an offer to purchase its assets. An agreement was reached that included a process for the store to repurchase Co-op members' shares through a discount, and on October 20, 1985, the Westside Community Market opened.

The original 3000 sq. ft. store was located on Ingalls Street, in a warehouse building in a mixed residential/light industrial area. With a focus on offering great organic produce and supporting the community, Westside Community Market grew in sales. In 1989, Rex Stewart, joined Scott to begin planning the move and expansion of the business.

In May of 1990, they closed Westside Community Markets and opened two blocks away from Westside Community Markets. Now with six stores and soon to be seven, Scott and Rex continue to work together and grow New Leaf with innovation, community giving and the best selection of local and organic food.



<<Follow the stores's opening and weekly updates>>

facebook.com/NewLeafSilverCreek

New Leaf's Mission

To Nourish and Sustain Our Community

At New Leaf, we offer you food that we are passionate about for its delicious flavor, for the care with which it is produced, and for the exceptional quality of its ingredients.

We offer an organic choice whenever it is available. Our produce department is packed to the brim with local and organic, and our kitchen prepares fresh food daily using organic ingredients.

We do our homework and keep it green. Our buyers meticulously select innovative, clean, sustainable products from companies we trust. Our meats are never ever treated with antibiotics, hormones, nitrates, or other chemical additives.

We only carry sustainably farmed or caught seafood, fairly traded organic coffee, cage-free fresh eggs and rBST-free dairy products and cheeses.

Our food is FREE of trans-fats and artificial preservatives, colors, and flavors. We carry body care and household products FREE of harmful chemical ingredients and animal testing.

We do our homework so you don't have to!

Our Values

Community Support • Integrity
Sustainability • Respect
Excellent Quality • Dedication



New Leaf
Community Markets

5667 Silver Creek Valley Road
www.newleaf.com

All About New Leaf's Giving Programs



Community Day

Six days a year, at each store, New Leaf donates 5% of the day's sales to local non-profit groups. It's a great opportunity to bring the community together and support your local organization.



Envirotokens

For every large grocery bag a customer reuses for their grocery purchase, they receive a token worth 10¢ to give to a local non-profit working for the environment. Six local non-profits benefit from Envirotokens every year at each store.



E-Cards

E-Cards are New Leaf's version of a school scrip program. Parents, teachers and friends purchase a New Leaf Gift Card from their school and a percentage of that amount goes directly back to the school. New Leaf gives 4% on \$50 and 5% on \$100, \$250 & \$500.

Community Sponsorships and Advertising

We place ads and sponsor various non-profit organizations and events throughout the year. To be considered, please submit your sponsorship proposal or advertisement offer 6–8 weeks in advance of your deadline with a rate sheet, ad specs and contact information.

In-kind Donations

To request a small food or cash donation, raffle prize or silent auction item, please complete a Donation Request Form. We respond to donation requests with a \$25 or \$50 gift card good, for anything in the store. Generally speaking, we contribute cash only in exchange for recognition in print. We ask for your request to be submitted 6–8 weeks in advance to be guaranteed a review. Please note that if your request is incomplete it will be automatically denied.



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For a Donation Request Form or application for one of our giving programs, please call 831.466.9060 x126 or email donation@newleaf.com