



Friday, February 6, 2026

To whom it may concern,

New Seasons Market is the world's first B Corp–certified grocer in the Pacific Northwest and a neighborhood-focused retailer dedicated to connecting communities with exceptional local food and the people who grow it. With 20 stores across Oregon, New Seasons Market employs roughly 2,100 staff members statewide and an economic reach from the coast to the eastern edges of the state.

New Seasons Market supports Senate Bill 1525, the Blue Economy Task Force Bill which aims to create a task force to explore, define and create a roadmap for developing the blue economy in Oregon.

We are working with multiple partners to develop certain sectors of Oregon's Blue Economy creating a coastal infrastructure to keep more Oregon seafood local. Real economic value is developed through the supply chain, where dollars are multiplied and jobs are created.

Senate Bill 1525 will provide the science and information Oregon needs to support a healthy ocean and vibrant coast economies. It also identifies existing initiatives that will lead to a Blue Economy Roadmap and will further pursue 100% Fish Utilization projects to reduce food waste across Oregon.

With the invigorated focus Oregon is taking regarding economic development, this is an incredible way to include Oregon's coastal communities in the state's future economic prosperity.

Thank you for your time and consideration,

Daisy Berg  
Program & Category Manager-Seafood  
New Seasons Market