

NEW SEASONS

MARKET

January 27, 2010

Multnomah County Commissioners
City of Portland
1221 SW 4th Avenue
Portland, OR 97204

Dear Commissioners:

New Seasons Market, a locally-owned company with over 1,700 employees operating nine supermarkets in the metro area, strongly supports creating The James Beard Public Market at the west end of Morrison Bridge. Since our founding in 2000, we have actively supported developing local food resources that include many regional purveyors who supply the food, wine and beer that our stores sell. The goals of the Public Market overlap with our mission.

We see the Public Market as another effort in extending the opportunities for Portland area shoppers to sustain a thriving local food economy. For many years we have also contributed to the area's many farmers markets with the understanding that today's smaller producers will, with help from consumers, continue to prosper—some to the point where a full-time, year-round presence will become a logical progression. The James Beard Public Market will create that opportunity and open an under-represented niche in Portland food retailing.

Some may question why we support what potentially could become a competing interest. The simple answer is that a healthy local food system will benefit the entire region economically and help ensure that we preserve our farmland for future generations. The 100+ locally owned food enterprises housed in the Public Market will create in excess of 200 jobs, most at a living wage level that will benefit all aspects of our community. And, with many Multnomah County residents experiencing poor nutrition, high levels of food insecurity and underserved "food deserts," the centrally located Public Market represents a step forward for all of us.

I look forward to your endorsing the proposal to create such a vibrant public asset that will contribute in such a meaningful way to our collective well-being.

Sincerely,



Lisa Sedlar
President and Chief Operating Office

STORE SUPPORT OFFICE

2004 N. Vancouver Avenue Portland OR 97227 P 503.292.1987 F 503.292.6280