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**New Seasons Market and Carman Ranch Introduce First-Ever Certified Regenified™ Grass-Fed Hot Dog**  
*Revolutionizing an American Classic:  
Innovative Grocer Releases Sustainably Sourced Grilling Favorite*

**Portland, Ore. (April 10, 2024)** – In collaboration with [Carman Ranch](#), [New Seasons Market](#) has proudly introduced the first-ever Certified [Regenified™](#) Grass-Fed Hot Dog, which is also approved by the United States Department of Agriculture's Food Safety and Inspection Service.

"At New Seasons Market, we're thrilled to lead the way in redefining consumer favorites with sustainability at their core," said Nancy Lebold, CEO of New Seasons Market. "By offering the first Certified Regenified Grass-Fed Hot Dog, we are not just elevating classic fare, but also infusing the market with a product that embodies our hope for a healthier, more resilient planet. It's more than food—it's our commitment to a future where every bite supports a regenerative, thriving ecosystem."

The New Seasons Market [Partner Brand](#) Grass-Fed Hot Dogs are a testament to the dedication and collaboration between the grocer and its partners at Carman Ranch.

"Our long partnership with New Seasons Market has been critical to the success of Carman Ranch," said Cory Carman, owner of Carman Ranch. "It's both an honor and privilege to work with this progressive retailer to promote and develop products that represent our shared values around agricultural practices that restore health to our region. I'm especially excited to be part of the development of a regenerative hot dog. Convenient and nutritious food that also makes a positive impact on our environment is important not only to our business, but to me as a mother of three."

This game-changing hot dog offers consumers a delicious and sustainable option that helps to build healthier soil, promote biodiversity, ensure cleaner water and foster resilient ecosystems—all while contributing to a healthier planet.

"At Regenified, our mission extends beyond the validation of sustainable practices; we are deeply invested in championing agricultural methods and food systems that work in harmony with the earth's natural systems," says Salar Shemirani, CEO at Regenified. "The Regenified seal helps consumers identify and support products that have a transformative power to actively heal and restore our planet."

In line with New Seasons Market's dedication to community growth and support, a portion of the proceeds from each purchase of these Partner Brand private label hot dogs will benefit Partner Fund, which reinvests financial resources back into the community. Athena Petty, the Senior Manager of Sustainability at New Seasons Market, shares, "Our partnership to create the first Certified Regenified Grass-Fed Hot Dog is a significant achievement for us and for the

industry as a whole. Sustainability is an integral part of our mission, and we're proactive about seeking out opportunities that allow us to uphold this principle. This isn't just about eco-friendly farming; it's about creating a regenerative loop that enhances both community and ecology. Through each bite of these hot dogs, customers are participating in a movement that supports resilient food systems, encourages regenerative practices and yields long-lasting benefits for the environment."

The New Seasons Market Partner Brand Hot Dogs are available now and cost \$8.99 for a four-pack in the perishable grocery sections of all 21 New Seasons Market stores.

Join us in savoring a better future, *one hot dog at a time.*

### **About Carman Ranch**

Spurred by a vision to sustain her family's century-old ranch nestled in the foothills of Eastern Oregon's Wallowa Mountains, Cory Carman has grown Carman Ranch to include a small group of top-tier producers in the Pacific Northwest. The multigenerational family ranchers grow nutrient dense food that is deeply flavorful and nutritious, and reflects their commitment to respect their animals, steward the land and leave everything a little bit better for the next generation. The ranch is focused on building soil and sequestering carbon while producing exceptional grass-fed and grass-finished beef. Carman Beef is now sold in restaurants from Sacramento to Seattle and by the New Seasons Market grocery chain. Founded more than a century ago, Carman Ranch is a leader in the regenerative agriculture movement, proudly situated in the Wallowa Valley of northeastern Oregon. With a legacy spanning four generations, the ranch specializes in producing the highest quality 100 percent grass-fed beef, heritage pork and pasture-raised meats. For more information, visit [www.carmanranch.com](http://www.carmanranch.com).

### **About Regenified**

Regenified is a practice and outcome-based land verification and product certification program that champions regenerative agriculture. Founded by a team of regenerative farming pioneers, experts and innovators, Regenified promotes practices that enhance biodiversity, soil health, water quality and nutrient density while aligning with nature. Regenified verifies and certifies farms, ranches and products that restore ecosystems and regenerate soil, ensuring a sustainable legacy for future generations. Committed to cultivating a regenerative world, Regenified guides farms and brands toward practices that rejuvenate the Earth, support thriving ecosystems and transform agriculture into a healing force for our planet. Farmers and buyers interested in learning more should visit [www.regenified.com](http://www.regenified.com).

### **About New Seasons Market**

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of its staff, partners, neighborhoods and the environment to growing a sustainable business, it's doing what it loves with a commitment to cultivating a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, Ore., New Seasons Market is now a team of nearly 2,700 passionate staff across 21 stores in Oregon and Washington, serving a unique mix of locally sourced and organic items, classic grocery favorites, chef-made grab and go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves. For more information, visit [www.newseasonsmarket.com](http://www.newseasonsmarket.com).

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