



The Fresh Market

Locations: North Carolina (HQ)

Industries: Food and Staples Retailing

RISK LEVEL:



Lower Risk

DESCRIPTION:

The Fresh Market does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. The Fresh Market does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

The Fresh Market has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

The Fresh Market does not discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

The Fresh Market does not provide viewpoint protections for its employees (1). The Fresh Market requires unconscious bias training for all its employees (2).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Lower Risk

The Fresh Market has not supported ideological causes or policies (1).

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

Medium Risk

In the wake of George Floyd's death, The Fresh Market pledged \$300,000 to fight racism [\(1\)](#). Otherwise, there are no publicly known cases of The Fresh Market using corporate funds to advance ideological causes, organizations, or policies [\(2\)](#).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

N/A

The Fresh Market does not operate a PAC or engage in lobbying at this time [\(1\)](#)[\(2\)](#)[\(3\)](#).

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