



The Fresh Market

Locations: North Carolina (HQ)

Industries: Food and Staples Retailing

RISK LEVEL:



Lower Risk

DESCRIPTION:

The Fresh Market, does not provide viewpoint protections for its employees. However, it has not publicly terminated business relationships based on views or beliefs. The Fresh Market requires unconscious bias training for its employees and donated \$300,000 to racial equity organizations after the death of George Floyd. However, the company does not discriminate against charitable organizations based on views or beliefs. For these reasons, The Fresh Market receives a Lower Risk rating.

Corporate Weaponization

Has denied service to 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 fired customers, suppliers, or vendors based on political views or religious beliefs.

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 discrimination based on political affiliation/views and/or religion. High Risk

The Fresh Market does not provide viewpoint protections for its employees [\(1\)](#).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Lower Risk

The Fresh Market requires unconscious bias training for all its employees [\(1\)](#).

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Medium Risk

In the wake of George Floyd's death, The Fresh Market pledged \$300,000 to fight racism [\(1\)](#).

Uses corporate political contributions for ideological, non-business purposes. Lower Risk

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

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