

## SEAFOOD PROGRESS: SOBEYS



Report generated on: January 29th, 2019

### REPORTING PERIOD

June 2017 - June 2018

### LOCATION

Across Canada's provinces (except Quebec)

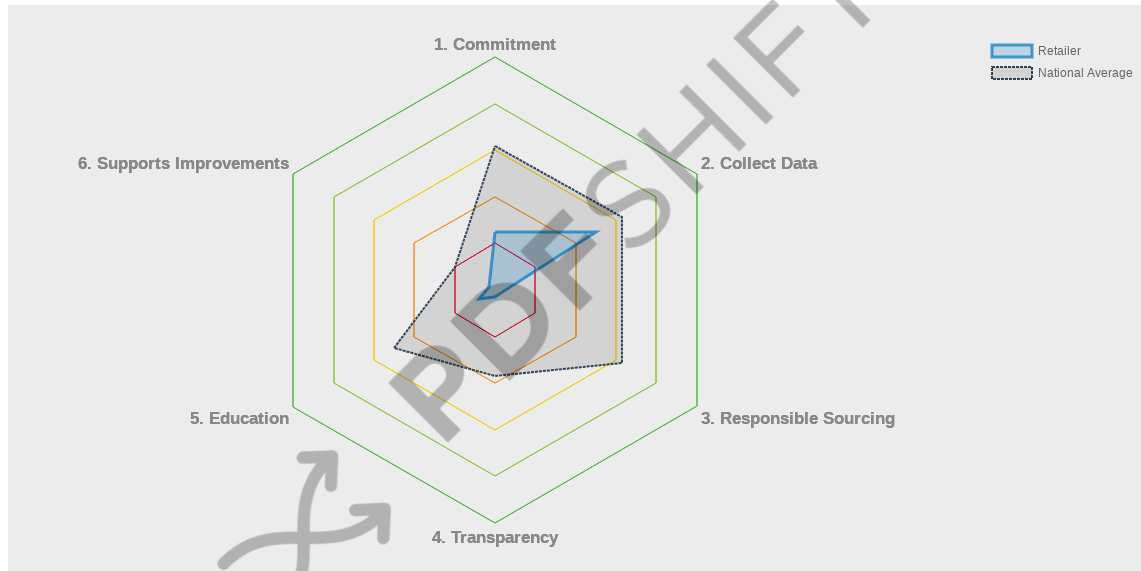
### NUMBER OF STORES

1,500+

### WEBSITE

<https://www.sobeys.com/en/>

## RETAILER SNAPSHOT



Sobeys is committed to not selling “any seafood species that have major sustainability issues associated with them”. This means it avoids species listed as endangered or critically endangered by the International Union for Conservation of Nature, seafood sourced from high-risk fisheries that are not engaged in an improvement project, or products from suppliers known to engage in illegal, unreported or unregulated fishing. Sobeys reports that it continually gathers information such as species' scientific names, geographical location of harvest, and fishing gear type from suppliers, but SeaChoice was unable to determine if this applies to all wild-caught seafood products and if similar information is collected for farmed products.

**Tweet this retailer and let them know what you like - or don't like - about their policy. For example:**

*According to Seafood Progress, @Sobeys collects sourcing info on its seafood products. This is a good first step, but I'd like to know how much seafood you sell is in line with your sustainability commitment! #transparency*

CLICK TO TWEET

SeaChoice contacted Sobeys about its Seafood Progress profile and were informed that Sobeys is transitioning from a regional to a nationally structured company and that sustainability remains a key consideration of its seafood sourcing. Nonetheless, SeaChoice did not receive any information about Sobeys' sustainable seafood commitment or procurement policies in the lead-up to launching Seafood Progress. As such, its profile is based solely on publicly available information, which doesn't include the degree of progress Sobeys has made in meeting its sustainable seafood commitment, information on Sobeys' labelling policy, or specific actions Sobeys is engaged in to support improvements in high risk

fisheries. SeaChoice looks forward to engaging with Sobeys and developing a more complete Seafood Progress profile for the company moving forward.



## STEP 1: DOES THE RETAILER HAVE A COMPREHENSIVE COMMITMENT ON SUSTAINABLE SEAFOOD?

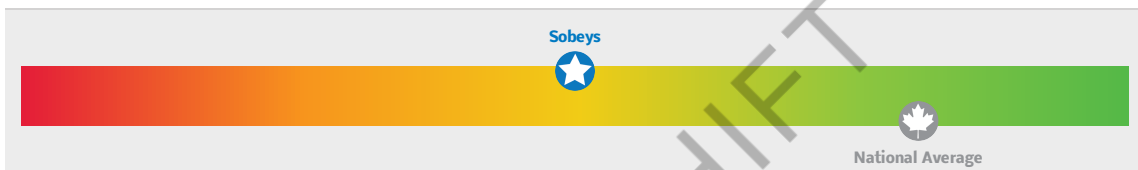


Does the policy include time-bound objectives for addressing environmental issues, social concerns and traceability?

The step score is based on the average of Step 1 key performance indicators (step elements) listed below; click the + signs for more detailed information.

### STEP ELEMENTS

#### 1.1 Has a publicly available commitment or policy to source more environmentally sustainable seafood



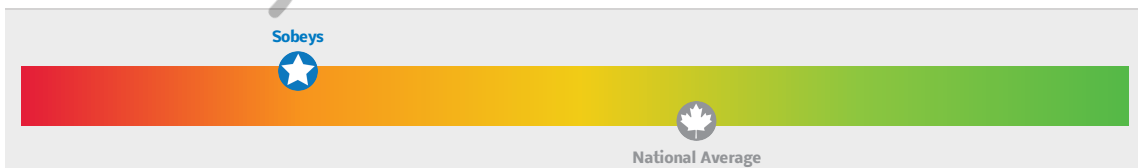
##### SCORING RATIONALE

Sobeys' commitment is to "not sell any seafood species that have major sustainability issues associated with them". This includes not sourcing any species listed as Endangered or Critically Endangered by the International Union for Conservation of Nature, from high-risk fisheries without an improvement plan or from suppliers known to engage in illegal, unreported or unregulated (IUU) fishing. Sobeys' procurement policy supports comprehensive and basic Fishery Improvement Projects (FIPs) that are able to demonstrate adequate progress.

##### SCORING RUBRIC

- 0% No publicly available commitment or policy
- 25% General statement of commitment to sustainable seafood without clear objectives or timelines
- 50% Clear objective for sustainable procurement but no reference to standards and no timeline
- 75% Clear objective for sustainable procurement that references a standard with clear objectives but no timeline
- 100% Clear objective for sustainable procurement that references a standard with clear objectives and a timeline (or a timeline is not needed because objectives are already being met)

#### 1.2 Has a publicly available commitment or policy to source more socially sustainable seafood



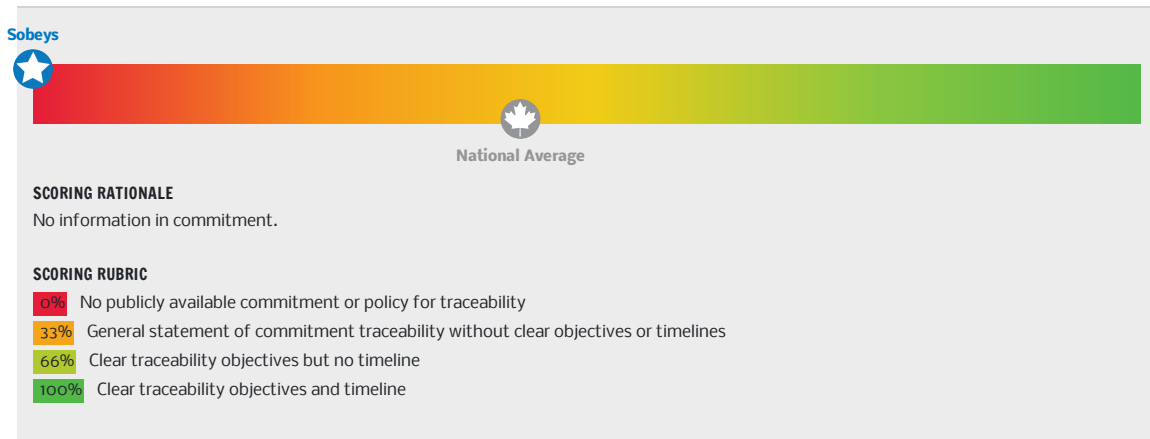
##### SCORING RATIONALE

"Sobeys requires that suppliers operating in countries at risk for social compliance issues, provide independent audits as proof that their operations meet [their] expectations". These expectations include that people involved in the catching, farming and processing of seafood do so under "accepted global standards for safe and fair working conditions".

##### SCORING RUBRIC

- 0% No publicly available commitment or policy
- 25% General statement or stance on social responsibility
- 50% Stance on social responsibility with reference to a credible international standard (e.g. the International Labour Organization, the UN's Universal Declaration on Human Rights, etc.)
- 75% Social responsibility commitment that references a credible standard with clear objectives OR actions or expectations made upon seafood suppliers
- 100% Social responsibility commitment that references a credible standard with clear objectives AND actions or expectations made upon seafood suppliers

#### 1.3 Has a publicly available commitment or policy to source more traceable seafood.



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## STEP 2: IS THE RETAILER COLLECTING DATA TO SUPPORT THEIR COMMITMENT?



What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

The step score is based on the average of Step 2 key performance indicators (step elements) listed below; click the + signs for more detailed information.

### STEP ELEMENTS

#### 2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"

**SCORING RATIONALE**  
Sobeys reports that it "continually gather[is] sourcing information such as species, tonnage, geographical location of harvest, and fishing gear type from suppliers for the seafood they supply for our company." SeaChoice was unable to confirm if species' scientific names are collected for all seafood products.

**SCORING RUBRIC**

- 0% No data collected on species' scientific names (or no information available)
- 50% Some data collected on species' scientific names
- 100% Comprehensive data collected on species' scientific names

#### 2.2 Retailer collects data on country of origin of seafood products being sold - the "where"

**SCORING RATIONALE**  
Sobeys reports that it "continually gather[is] sourcing information such as species, tonnage, geographical location of harvest, and fishing gear type from suppliers for the seafood they supply for our company." SeaChoice was unable to confirm if country of origin is collected for all seafood products.

**SCORING RUBRIC**

- 0% No data collected on country of origin (or no information available)
- 50% Some data collected on country of origin
- 100% Comprehensive data collected on country of origin

#### 2.3 Retailer collects data on whether the seafood products being sold are wild or farmed - the "how"

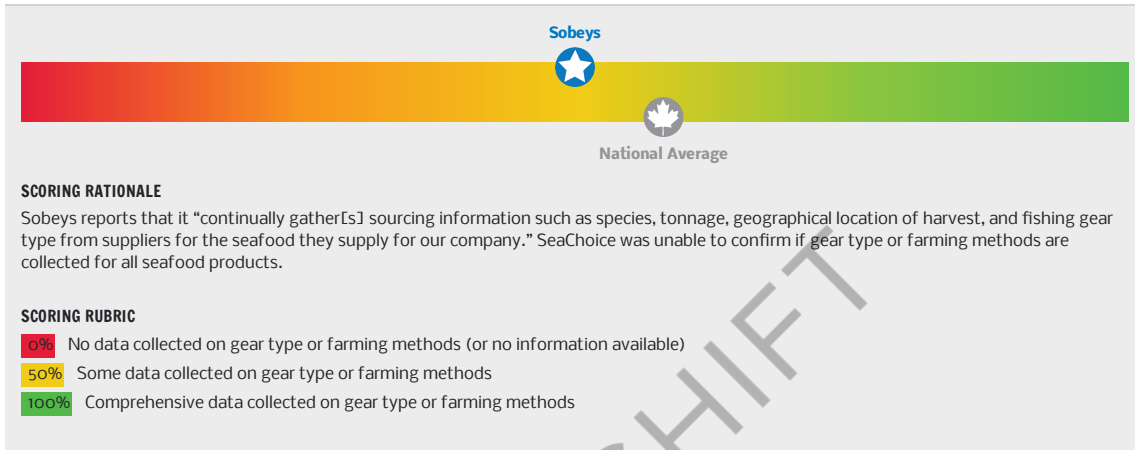
**SCORING RATIONALE**  
Sobeys reports that it "continually gather[is] sourcing information such as species, tonnage, geographical location of harvest, and fishing gear type from suppliers for the seafood they supply for our company." SeaChoice was unable to confirm if information on whether the product was

wild or farmed is collected for all seafood products.

**SCORING RUBRIC**

- 0%** No data collected on whether seafood products are wild or farmed (or no information available)
- 50%** Some data collected on whether seafood products are wild or farmed
- 100%** Comprehensive data collected on whether seafood products are wild or farmed

**2.4 Retailer collects data on the gear type or farming methods for seafood products being sold - the "how"**



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### STEP 3: IS THE RETAILER MAKING RESPONSIBLE SOURCING DECISIONS?

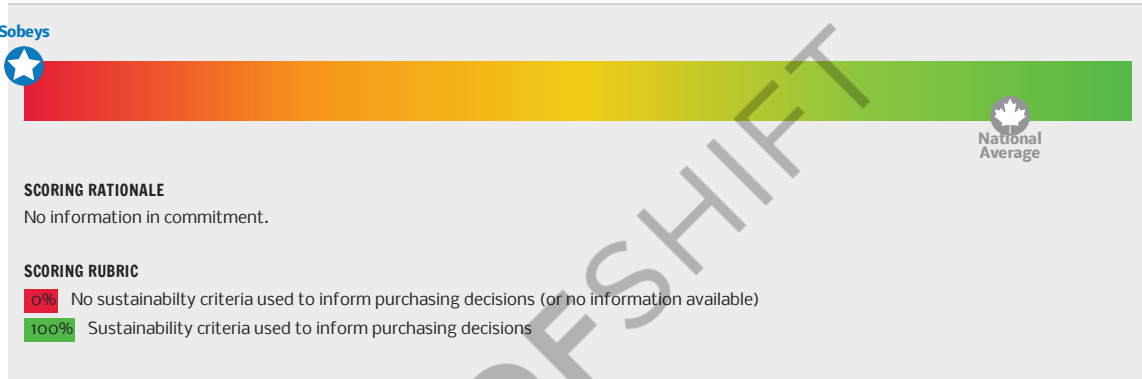


Are the retailer's procurement decisions supporting their environmental and social sustainability commitments?

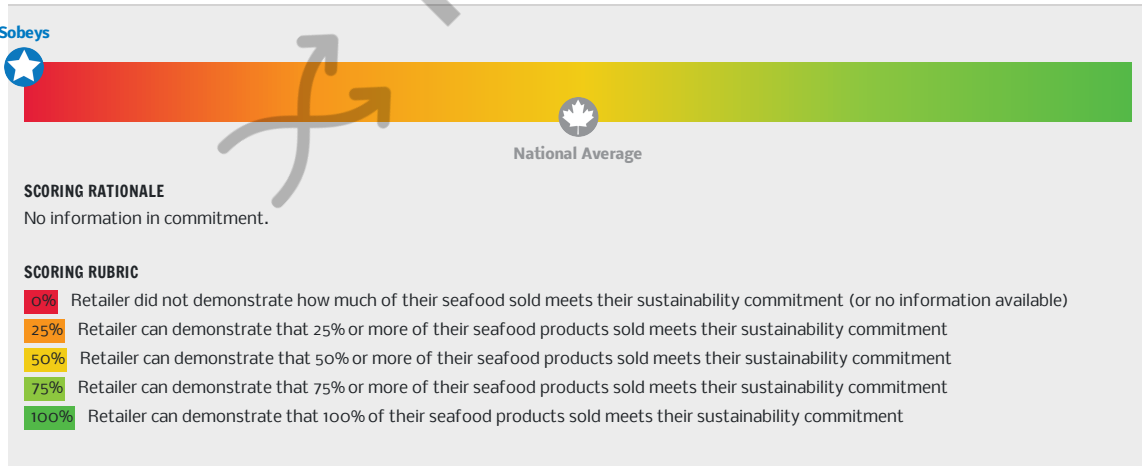
The step score is based on the average of Step 3 key performance indicators (step elements) listed below; click the + signs for more detailed information.

**STEP ELEMENTS**

**3.1 Retailer uses an established seafood certification or ranking standard to inform purchasing decisions.**



**3.2 Retailer can demonstrate that X% of their seafood sold in the last three years meets their sustainability criteria by volume/value.**



**3.3 Retailer works with suppliers to address potential human rights and labour abuses, and support sustainable livelihoods for producers**



**SCORING RUBRIC**

- 0% Retailer does not work with suppliers on social issues (or no information)
- 50% Retailer does some work with some suppliers on some social issues
- 100% Retailer is very active with suppliers in respect to social issues

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## STEP 4: IS THE RETAILER TRANSPARENT ABOUT THEIR COMMITMENT?

Sobeys



Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

The step score is based on the average of Step 4 key performance indicators (step elements) listed below; click the + signs for more detailed information.

### STEP ELEMENTS

#### 4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species name), where (country or region of origin), and how (wild/farmed and harvest method)

Sobeys

A horizontal progress bar with a color gradient from red (0%) to green (100%). A blue star icon is at the 0% mark, and a grey maple leaf icon is at the 50% mark. The text 'National Average' is centered below the 50% mark.

**SCORING RATIONALE**  
No information in commitment.

**SCORING RUBRIC**

- 0% Retailer does not label products with the information (or no information)
- 50% Retailer labels some products with the information
- 100% Retailer labels all products with the information

#### 4.2 Retailer labels products with an eco-label (as applicable) allowing consumers to make informed decisions OR all products fit under a standard and are communicated as such

Sobeys

A horizontal progress bar with a color gradient from red (0%) to green (100%). A blue star icon is at the 0% mark, and a grey maple leaf icon is at the 75% mark. The text 'National Average' is centered below the 75% mark.

**SCORING RATIONALE**  
No information in commitment.

**SCORING RUBRIC**

- 0% Retailer does not label seafood with applicable eco-labels (or no information)
- 100% Retailer labels seafood with eco-labels as applicable

#### 4.3 Product procurement information such as region and gear type data has been made available (e.g. through the Ocean Disclosure Project)

Sobeys

A horizontal progress bar with a color gradient from red (0%) to green (100%). A blue star icon is at the 0% mark, and a grey maple leaf icon is at the 50% mark. The text 'National Average' is centered below the 50% mark.

**SCORING RATIONALE**  
No information in commitment.

**SCORING RUBRIC**

- 0%** No product procurement information has been made available (or no information)
- 50%** Some seafood product procurement information (such as region and gear types) has been made available
- 100%** All seafood product procurement information (including region and gear types) has been made available

**4.4 Retailer publicly reports how much of their seafood meets their sustainability criteria (by volume or value of sales).**

Sobeys



National Average

**SCORING RATIONALE**

No information in commitment.

**SCORING RUBRIC**

- 0%** No public information on how the retailer is doing to meet their commitment
- 50%** Retailer has at one point in the past reported publicly how much of their seafood sold meets their commitment by volume/value
- 100%** Retailer regularly (at least every two years) reports publicly how much of their seafood sold meets their commitment by volume/value

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## STEP 5: DOES THE RETAILER EDUCATE STAFF, CUSTOMERS AND/OR VENDORS ABOUT THE IMPORTANCE OF THEIR COMMITMENT TO SUSTAINABLE SEAFOOD?

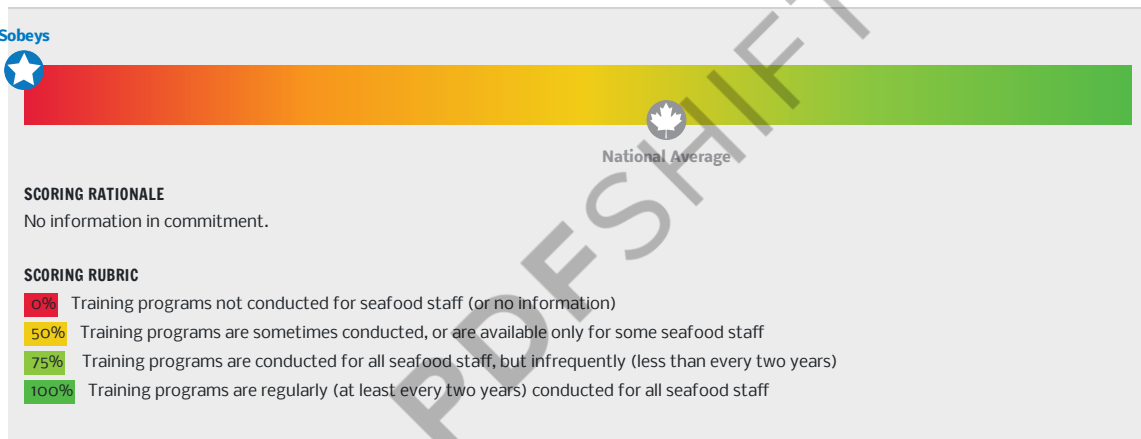


Is the retailer educating their employees, customers, suppliers and other key stakeholders about their sustainable seafood commitment, environmental and social issues in seafood, and the importance of traceability?

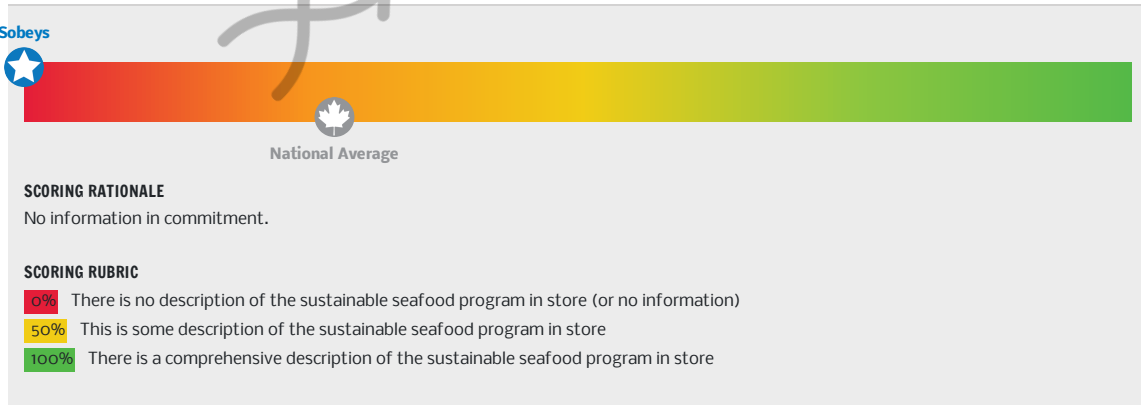
The step score is based on the average of Step 5 key performance indicators (step elements) listed below; click the + signs for more detailed information.

### STEP ELEMENTS

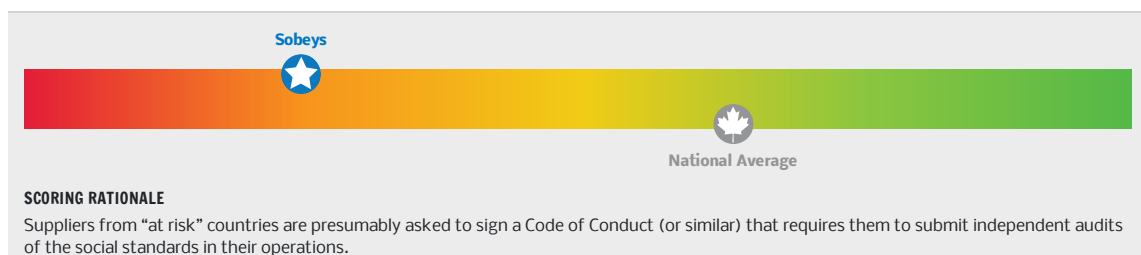
#### 5.1 Training programs are conducted for seafood staff



#### 5.2 There is a description of the retailer's sustainable seafood program for customers in store



#### 5.3 Suppliers are required to sign a Code of Conduct to uphold the retailer's sustainable seafood policy



**SCORING RUBRIC**

- 0%** Suppliers do not have to sign a Code of Conduct in relation to the retailer's seafood policy (or no information)
- 25%** Some suppliers are required to sign a Code of Conduct that covers some of the retailer's seafood policy
- 50%** All suppliers must sign a Code of Conduct that covers some of the retailer's seafood policy
- 75%** Major suppliers must sign a Code of Conduct that covers all of the retailer's seafood policy
- 100%** All suppliers must sign a Code of Conduct that covers all of the retailer's seafood policy



## STEP 6: DOES THE RETAILER SUPPORT IMPROVEMENTS IN FISHERIES AND AQUACULTURE?



Does the retailer sell 'Priority Seafood' products (products that have high volume of sales in Canadian retail stores and are generally not recommended by the Ocean Wise Seafood Program) or SeaChoice Priority Species (species that enter the supply chain via Canadian fisheries and aquaculture operations with significant sustainability challenges). And if so, do they support improvement and how?

The step score is based on the average of Step 6 key performance indicators (step elements) listed below; click the + signs for more detailed information.

### STEP ELEMENTS

#### 6.1 Does the retailer support improvements in the production of farmed Atlantic salmon?

Sobeys

National Average

**SCORING RATIONALE**  
No information in commitment.

- Doesn't sell product (100 pts)
- Outreach to policymakers to advocate for farming methods and management to be more environmentally sustainable.
- Is taking action either pre-competitively or independently to influence suppliers or producers to improve farming practices
- Refrains from advertising the product
- Preferentially sources from farms that are either "Recommended" by Ocean Wise or "Best Choice" by Seafood Watch
- Preferentially sources from farms that are ASC certified

**SCORING RUBRIC**

- 0% Sells the product and does not support improvements by doing any of the actions listed or no information available
- 20% Retailer is engaged in one action to support improvement
- 40% Retailer is engaged in two actions to support improvement
- 60% Retailer is engaged in three actions to support improvement
- 80% Retailer is engaged in four actions to support improvement
- 100% Retailer is engaged in all improvement activities or doesn't sell the product

#### 6.2 Does the retailer support improvements in the production of imported farmed shrimps and prawns?

Sobeys

National Average

**SCORING RATIONALE**  
No information in commitment.

- Doesn't sell product (100 pts)
- Outreach to policymakers to advocate for farming methods and management to be more environmentally sustainable.
- Is taking action either pre-competitively or independently to influence suppliers or producers to improve farming practices

- Refrains from advertising the product
- Preferentially sources from farms that are either "Recommended" by Ocean Wise or "Best Choice" by Seafood Watch
- Preferentially sources from farms that are ASC certified

**SCORING RUBRIC**

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 20% Retailer is engaged in one action to support improvement
- 40% Retailer is engaged in two actions to support improvement
- 60% Retailer is engaged in three actions to support improvement
- 80% Retailer is engaged in four actions to support improvement
- 100% Retailer is engaged in all support improvement activities or doesn't sell the product

**6.3 Does the retailer support improvements in the production of skipjack tuna?**

Sobeys



National Average

**SCORING RATIONALE**

No information in commitment.

- Doesn't sell product (100 pts)
- Outreach to policymakers to advocate for harvest methods and management to be more environmentally sustainable.
- Is taking action either pre-competitively or independently to influence suppliers or producers to improve fishing practices
- Refrains from advertising the product
- Preferentially sources from fisheries that are either "Recommended" by Ocean Wise or "Best Choice" by Seafood Watch
- Preferentially sources from fisheries that are MSC certified

**SCORING RUBRIC**

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 20% Retailer is engaged in one action to support improvement
- 40% Retailer is engaged in two actions to support improvement
- 60% Retailer is engaged in three actions to support improvement
- 80% Retailer is engaged in four actions to support improvement
- 100% Retailer is engaged in all support improvement activities or doesn't sell the product

**6.4 Does the retailer support improvements in the production of their highest selling SeaChoice Priority Species?**

Sobeys



National Average

**SCORING RATIONALE**

No information in commitment.

- Outreach to policymakers to advocate for harvest or farming methods and management to be more environmentally sustainable.
- Is taking action either pre-competitively or independently to influence suppliers or producers to improve fishing/farming practices
- Refrains from advertising the product
- Preferentially sources from fisheries/farms that are either "Recommended" by Ocean Wise or "Best Choice" by Seafood Watch
- Preferentially sources from fisheries/farms that are MSC/ASC certified

**SCORING RUBRIC**

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available

- 20% Retailer is engaged in one action to support improvement
- 40% Retailer is engaged in two actions to support improvement
- 60% Retailer is engaged in three actions to support improvement
- 80% Retailer is engaged in four actions to support improvement
- 100% Retailer is engaged in all support improvement activities

**6.5 Does the retailer support improvements in the production of their second highest selling SeaChoice Priority Species?**

**Sobeys**

National Average

**SCORING RATIONALE**  
 No information in commitment.

- Outreach to policymakers to advocate for harvest or farming methods and management to be more environmentally sustainable.
- Is taking action either pre-competitively or independently to influence suppliers or producers to improve fishing/farming practices
- Refrains from advertising the product
- Preferentially sources from fisheries/farms that are either "Recommended" by Ocean Wise or "Best Choice" by Seafood Watch
- Preferentially sources from fisheries/farms that are MSC/ASC certified

**SCORING RUBRIC**

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 20% Retailer is engaged in one action to support improvement
- 40% Retailer is engaged in two actions to support improvement
- 60% Retailer is engaged in three actions to support improvement
- 80% Retailer is engaged in four actions to support improvement
- 100% Retailer is engaged in all support improvement activities

