



## Canada Safeway Commits to a Sustainable Seafood Policy

**For Immediate Release, 4 July 2011, Calgary:** Canada Safeway Limited, one of Western Canada's largest grocery retailers, today announced their progressive *Sustainable Seafood Policy* in partnership with SeaChoice, a national Canadian coalition of leading environmental organizations working to protect the health of our oceans by improving the sustainability of seafood.

At the core of Safeway's policy is their sustainable seafood commitment: by 2015, all fresh and frozen seafood will be sourced from sustainable and traceable sources, or be in a credible improvement project. To meet this goal, SeaChoice and Canada Safeway will engage with the retailer's suppliers to assess and improve sustainable seafood procurement, as well as educate employees and customers about the environmental concerns associated with seafood.

"As one of Western Canada's largest food retailers, Safeway is committed to continue transitioning our seafood to sustainable sources over time to make a measurable difference in the planet's ecosystems," said Chuck Mulvenna, President and Chief Operating Officer for Canada Safeway. "While the oceans have provided healthy food choices for generations, there is clear scientific evidence that many species of marine life are being threatened. Safeway's seafood sustainability policy outlines our commitment to provide sustainable options for our customers to enjoy. "

Canada Safeway has already removed a number of SeaChoice red-listed species from their seafood counters including Atlantic halibut, orange roughy, Chilean sea bass and shark. In addition to their fresh and frozen commitment, the company has chosen to discontinue its private label canned yellowfin tuna.

"SeaChoice applauds Canada Safeway for taking a leadership role in the retail sector and implementing a progressive Sustainable Seafood Policy", said Kelly Roebuck SeaChoice representative for Living Oceans Society. "Canada Safeway's commitment to source only sustainable and traceable seafood by 2015 is significant. Our oceans are under increasing pressure from overfishing, and a strong commitment such as Safeway's helps to protect and preserve our oceans' seafood resources for generations to come."

The partnership between Canada Safeway and SeaChoice is in collaboration with the US partnership of Safeway Inc. and FishWise, a California-based non-profit focused on helping seafood retailers, distributors and producers develop and implement comprehensive sustainable seafood policies. Canada Safeway's Sustainable Seafood Policy is consistent with the Common Vision for Environmentally Sustainable Seafood. Common Vision is an ambitious, but realistic guide to environmentally responsible seafood for businesses, developed by more than fifteen of North America's leading ocean conservation organisations. Both SeaChoice and FishWise are members of the Conservation Alliance for Seafood Solutions, which developed the Common Vision for Environmentally Sustainable Seafood in which Safeway's *Sustainable Seafood Policy* is based.

**About Canada Safeway Limited**

Canada Safeway, a wholly owned subsidiary of Safeway Inc. operates 224 stores across Western Canada. Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America based on sales. Safeway Inc. operates 1,694 stores in the United States and Canada and had annual sales of \$41 billion in 2010. The company's common stock is traded on the New York Stock Exchange under the symbol SWY.

**About SeaChoice**

Formed in 2006, SeaChoice is a national program that provides science-based sustainability assessments of seafood and helps Canadian businesses and consumers make sustainable seafood choices. SeaChoice is a joint initiative of the Canadian Parks and Wilderness Society, David Suzuki Foundation, Ecology Action Centre, Living Oceans Society and Sierra Club BC. Working in collaboration with the Monterey Bay Aquarium's acclaimed Seafood Watch program, SeaChoice undertakes science-based seafood assessments, provides informative resources for consumers, and supports businesses through collaborative partnerships.

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