

# Seafood Progress

SCORING RUBRIC  
FOR **BRANDS**



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# 01

# Commitment

Does the brand have a comprehensive commitment on sustainable seafood?

1.1	<b>The brand has a publicly available commitment regarding environmentally sustainable seafood.</b>
0	No publicly available environmental sustainability commitment.
20	General commitment to environmentally sustainable seafood.
40	Commitment to environmental sustainability that includes clear objectives for sustainable procurement.
60	Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).
80	Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards and a full chain traceability policy that traces at least the product scientific name, geographic origin, farmed/wild and gear type or farming method.
100	Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards, a full chain traceability policy and a timeline for meeting the commitment (unless the commitment has already been met).

1.2	<b>The brand has a publicly available commitment regarding socially responsible seafood.</b>
0	No publicly available social responsibility commitment.
20	General commitment to socially responsible seafood.
40	Commitment to social responsibility includes clear objectives for socially responsible procurement (for example by referring to credible international standards such as ILO, UN Declaration, etc.).
60	Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.
80	Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy.
100	Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, a clear and effective traceability policy, and the brand reports publicly on activities to support social responsibility.

# 02

# Data Collection

Is the brand collecting data to support their commitment?

2.1	The brand collects data on species scientific name.
0	Does not collect data (or no information available).
50	Collects data for some products.
100	Collects data for all products.

2.2	The brand collects data on geographic origin.
0	Does not collect data (or no information available).
50	Collects data for some products.
100	Collects data for all products.

2.3	The brand collects data on whether wild or farmed.
0	Does not collect data (or no information available).
50	Collects data for some products.
100	Collects data for all products.

2.4	The brand collects data on gear type and farming methods.
0	Does not collect data (or no information available).
50	Collects data for some products.
100	Collects data for all products.

# 03

# Responsible Sourcing

## Is the brand making responsible sourcing decisions?

3.1	<b>Brand publishes a clear hierarchy demonstrating its sourcing priorities.</b>
0	Does not publish the sustainability standards that it uses to inform its purchasing decisions.
25	Publishes a general list of sustainability standards that it uses to inform its purchasing decisions.
50	Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, but doesn't identify the standards it uses to inform its purchasing decisions for other commodities.
75	Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.
100	Publishes a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all commodities it sells.

3.2	<b>The brand has reported on the percentage of seafood sold in the past year that meets its sustainability commitment by volume or value.</b>
0	The brand has not reported on the percentage of seafood sold in the past year that meets its sustainability commitment (or no information available).
25	The brand has reported that 25% or more of its seafood sold meets its sustainability commitment.
50	The brand has reported that 50% or more of its seafood sold meets its sustainability commitment.
75	The brand has reported that 75% or more of its seafood sold meets its sustainability commitment.
100	The brand has reported that 100% of its seafood sold meets its sustainability commitment.

3.3	<b>Suppliers are required to sign a code of conduct to uphold the brand's environmental sustainability commitment.</b>
0	Suppliers are not required to sign a code of conduct.
25	Some suppliers are required to sign a code of conduct that covers some of the brand's environmental sustainability commitment.
50	All suppliers are required to sign a code of conduct that covers some of the brand's environmental sustainability commitment.
75	All suppliers are required to sign a code of conduct that covers all of the brand's environmental sustainability commitment.
100	Suppliers are required to sign a code of conduct that covers all of the brand's environmental sustainability commitment and the brand actively verifies that this commitment is being upheld.

# 03

## Responsible Sourcing

Is the brand making responsible sourcing decisions?

3.4	<b>Suppliers are required to sign a code of conduct to uphold the brand's social responsibility commitment.</b>
0	Suppliers are not required to sign a code of conduct (or no information available).
25	Some suppliers are required to sign a code of conduct that covers some of the brand's social responsibility commitment.
50	All suppliers are required to sign a code of conduct that covers some of the brand's social responsibility commitment.
75	All suppliers are required to sign a code of conduct that covers all of the brand's social responsibility commitment.
100	Suppliers are required to sign a code of conduct that covers all of the brand's social responsibility commitment and the brand actively verifies that this commitment is being upheld on at least an annual basis.



# 04

## Transparency

Is the brand transparent about its commitment?

4.1	<b>The brand labels products with the information that allows consumers to make informed decisions.</b>
	Species' scientific name Geographic origin Wild or farmed Gear type or farming method
0	The brand does not label products with the information (or no information available).
50	The brand labels some products with the information.
100	The brand labels all products with the information.

4.2	<b>The brand follows best practice guidelines for making environmental claims on its products.</b>
0	The brand uses self-declared claims on product labels and does not make evidence to back up its claim(s) publicly available.
25	The brand uses self-declared claims on product labels and makes evidence to back up the claim(s) publicly available.
50	The brand uses credible certifications or endorsement claims on product labels, but does not make the evidence to back up its claim(s) publicly available. <b>OR</b> The brand uses self-declared claims on product labels that adhere to ISO14021 Type II guidance and makes evidence to back up the claim(s) publicly available.
75	The brand uses credible certification claims and/or endorsement claims on product labels and makes evidence to back up its claim(s) publicly available. <b>OR</b> The brand uses self-declared claims on product labels that adhere to ISO14021 Type II guidance and proof of third-party verification, and makes evidence to back up the claim(s) publicly available.
100	The brand only uses credible certification claims on product labels and makes evidence to back up its claim(s) publicly available.

# 04

## Transparency

Is the brand transparent about its commitment?

4.3	Scientific name, geographic origin, gear type and farming method of the brand's products is publicly available.
0	No list of products procured with geographic origin, gear type or farming method has been made available.
50	A list of <i>some</i> seafood products with geographic origin and gear type has been made available.
75	A list of <i>all</i> seafood products with geographic origin and gear type has been made available.
100	A list of <i>all</i> seafood products with geographic origin, gear type <b>AND</b> farming method has been made available.

4.4.	The brand publicly reports how much of its seafood meets its sustainability criteria by volume or value of sales.
0	The brand has not reported how much of its seafood sold meets its commitment.
50	The brand has at one point reported how much of its seafood sold met its commitment.
100	For at least two consecutive years the brand has reported annually on how much of its seafood sold met its commitment by volume or value of sales.

# 05

## Education

### Does the brand educate key stakeholders on its seafood commitments?

5.1	<b>There is a description of the brand's commitments to sustainable and socially responsible seafood on its website.</b>
0	There is no description of the brand's commitments to sustainability or social responsibility on its website.
25	There is some description of the brand's commitment to sustainability OR social responsibility on its website.
50	There is some description of the brand's commitments to sustainability AND social responsibility on its website.
75	There is a comprehensive description of the brand's commitment to sustainability OR social responsibility on its website.
100	There is a comprehensive description of the brand's commitments to sustainability AND social responsibility on its website.

5.2	<b>The brand has taken actions to ensure its suppliers are aware of its sustainable seafood commitment or policy.</b>
0	The brand has taken no actions OR no information is available.
25	The brand sends its suppliers or vendors a copy of its sustainable seafood commitment or policy.
50	The brand shares its sustainable seafood commitment or policy and sometimes engages with its suppliers to help ensure the products they supply meet its expectations.
75	The brand shares its sustainable seafood commitment or policy and regularly engages with its suppliers to help ensure the products they supply meet its expectations.
100	The brand shares its sustainable seafood commitment or policy, has a clear strategy to engage with its suppliers and provides direct support (e.g. training, resources) to help ensure all seafood products are sourced in line with its policies.



# 06

# Taking Initiative

Does the brand take actions to support improvements to fisheries and aquaculture?

<b>6.1</b>	<b>Farmed Atlantic salmon (either Canadian produced or imported) - <i>Salmo salar</i>.</b>
#1	· Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are produced in a closed containment facility, certified by ASC, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
#2	· Conducts outreach to policymakers and/or certifying bodies to advocate for salmon farming management to be more environmentally sustainable (25 pts).
#3	· Works with suppliers or producers directly to improve salmon farming practices and/or to support their transition from open-net systems to closed containment systems (25 pts).
#4	· Preferentially procures farmed salmon from closed containment producers and sources that are ASC certified, Recommended by Ocean Wise or rated Best Choice by Seafood Watch (25 pts).
#5	· Does not sell genetically engineered (GE) or genetically modified (GM) farmed salmon (25 pts).

<b>6.2</b>	<b>Farmed shrimps and prawns, Imported - multiple spp.</b>
#1	· Only sells farmed shrimp and prawn products that meet the highest bars for sustainability, i.e. are certified by ASC, BAP 2 star plus, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
#2	· Conducts outreach to policymakers and/or certifying bodies to advocate for shrimp and prawn farming management to be more environmentally sustainable (20 pts).
#3	· Collaborates with other companies pre-competitively to improve shrimp and prawn farming practices (20 pts).
#4	· Works with suppliers or producers directly to improve shrimp and prawn farming practices (20 pts).
#5	· Preferentially procures shrimp and prawns from sources that are ASC or BAP 2 star plus certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (20 pts).
#6	· Prioritizes sourcing products with high levels of social responsibility and/or traceability (20 pts).

# 06

# Supports Improvements

Does the brand take actions to support improvements to fisheries and aquaculture?

6.3	Skipjack tuna (bonito) - <i>Katsuwonus pelamis</i> .
#1	• Only sells pole and line caught skipjack tuna products that meet the highest bars for sustainability, i.e. are MSC certified, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
#2	• Conducts outreach to policymakers and/or certifying bodies to advocate for skipjack fishing methods and management to be more environmentally sustainable (20 pts).
#3	• Collaborates with other companies pre-competitively to improve skipjack fishery management practices (20 pts).
#4	• Works with suppliers or producers directly to improve skipjack fishing practices (20 pts).
#5	• Preferentially sources pole and line caught skipjack tuna products that meet the highest bars for sustainability, i.e. are MSC certified, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (20 pts).
#6	• Prioritizes sourcing products with high levels of social responsibility and/or traceability (20 pts).

6.4	Other seafood products.
#1	• Only sells versions of this product that meet the highest bars for sustainability, i.e. are certified by MSC/ASC, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
#2	• Conducts outreach to policymakers and/or certifying bodies to advocate for harvest or farming method and management to be more environmentally sustainable (20 pts).
#3	• Collaborates with other companies pre-competitively to improve fishing or aquaculture practices (20 pts).
#4	• Works with suppliers or producers directly to improve fishing or farming practices (20 pts).
#5	• Preferentially sources from more sustainable sources that are MSC/ASC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (20 pts).
#6	• Prioritizes sourcing products with high levels of social responsibility and/or traceability (20 pts).