



# Seafood Progress

SCORING RUBRIC  
FOR **GROCERS**

LAST UPDATED: MAY 2022

# 01 Commitment

Does the grocer have a comprehensive commitment on sustainable seafood?

| 1.1 | <b>Grocer has a publicly available commitment on 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>Grocer has a publicly available commitment on 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 grocer reports publicly on activities to support social responsibility. |

# 01 Commitment

Does the grocer have a comprehensive commitment on sustainable seafood?

| 1.3 | Grocer covers all banners that sell seafood in its sustainable seafood commitment. |
|-----|--|
| 0   | Grocer does not include any banners in its sustainable seafood commitment.         |
| 25  | Grocer includes 25% or more of its banners in its sustainable seafood commitment.  |
| 50  | Grocer includes 50% or more of its banners in its sustainable seafood commitment.  |
| 75  | Grocer includes 75% or more of its banners in its sustainable seafood commitment.  |
| 100 | Grocer includes 100% of its banners in its sustainable seafood commitment.         |

| 1.4 | Grocer covers all shelf stable and national brand products in its sustainable seafood commitment. |
|-----|---|
| 0   | Grocer's commitment includes neither all of its shelf stable or national brand products.          |
| 50  | Grocer's commitment includes all of its shelf stable or national brand products.                  |
| 100 | Grocer's commitment includes all of its shelf stable AND national brand products.                 |

# 02

# Data Collection

Is the grocer collecting data to support their commitment?

| 2.1 | Grocer 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 | Grocer 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 | Grocer 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 | Grocer collects data on gear type or 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 grocer making responsible sourcing decisions?

| 3.1 | <b>Grocer 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>Grocer has reported on the percentage of its seafood sold in the last year that meets its sustainability commitment by volume or value.</b> |
|-----|--|
| 0   | Grocer has not reported on the percentage of its seafood sold that meets its sustainability commitment (or no information available).          |
| 25  | Grocer has reported that 25% or more of its seafood sold meets its sustainability commitment.  |
| 50  | Grocer has reported that 50% or more of its seafood sold meets its sustainability commitment.  |
| 75  | Grocer has reported that 75% or more of its seafood sold meets its sustainability commitment.  |
| 100 | Grocer has reported that 100% of its seafood sold meets its sustainability commitment.   |

# 03

# Responsible Sourcing

Is the grocer making responsible sourcing decisions?

| 3.3 | Suppliers are required to sign a code of conduct to uphold the grocer's environmental sustainability commitment.  |
|-----|---|
| 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 grocer's environmental sustainability commitment.   |
| 50  | All suppliers are required to sign a code of conduct that covers some of the grocer's environmental sustainability commitment.  |
| 75  | All suppliers are required to sign a code of conduct that covers all of the grocer's environmental sustainability commitment.   |
| 100 | All suppliers are required to sign a code of conduct that covers all of the grocer's environmental sustainability commitment and the retailer actively verifies that this commitment is being upheld on at least an annual basis. |

| 3.4 | Suppliers are required to sign a code of conduct to uphold the grocer's social responsibility commitment.  |
|-----|--|
| 0   | Suppliers are not required to sign a code of conduct (or no information).  |
| 25  | Some suppliers are required to sign a code of conduct that covers some of the grocer's social responsibility commitment.   |
| 50  | All suppliers are required to sign a code of conduct that covers some of the grocer's social responsibility commitment.  |
| 75  | All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment.   |
| 100 | All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment and the retailer 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 | Grocer labels products with the information that allows consumers to make informed decisions. |
|-----|---|
|     | Species scientific name<br>Geographic origin<br>Wild or farmed<br>Gear type or farming method |
| 0   | Grocer does not label products with the information (or no information available).            |
| 50  | Grocer labels some products with the information.   |
| 100 | Grocer labels all products with the information.  |

| 4.2 | Grocer labels products with an ecolabel, allowing consumers to make informed decisions OR all products fit under a standard and is communicated as such. |
|-----|--|
| 0   | Grocer does not label products with an ecolabel as appropriate (or no information available).  |
| 50  | Grocer labels some products with an ecolabel as appropriate.   |
| 100 | Grocer labels all products with an ecolabel as appropriate.  |

| 4.3 | Scientific name, geographic origin, gear type and farming method of the grocer'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. | Grocer publicly reports how much of its seafood meets its sustainability criteria by volume or value of sales.              |
|------|---|
| 0    | No public information on how the grocer is doing to meet its commitment.  |
| 50   | Grocer has at one point reported publicly how much of its seafood sold meets its commitment.                                |
| 100  | Grocer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year. |

# 05

## Education

Does the grocer educate staff, customers and/or vendors on its seafood commitments?

| 5.1 | Training programs are conducted for seafood staff.                               |
|-----|--|
| 0   | Training programs not conducted for seafood staff (or no information available). |
| 50  | Training programs sometimes conducted or for only some seafood staff.            |
| 75  | Training programs conducted for all seafood staff, but only once.                |
| 100 | Training programs regularly conducted for all seafood staff.                     |

| 5.2 | There is a description of the grocer's commitments to sustainable and socially responsible seafood in store.               |
|-----|--|
| 0   | There is no description of the grocer's commitments to sustainable and socially responsible seafood in store.              |
| 50  | There is some description of the grocer's commitment to sustainable seafood and/or socially responsible seafood in store.  |
| 100 | There is a comprehensive description of the grocer's commitments to sustainable and socially responsible seafood in store. |

| 5.3 | The grocer has taken actions to ensure its suppliers or vendors are aware of its sustainable seafood commitment or policy.  |
|-----|---|
| 0   | The grocer has taken no actions OR no information is available.   |
| 25  | The grocer sends its suppliers or vendors a copy of its sustainable seafood commitment.   |
| 50  | The grocer shares its sustainable seafood commitment and any updates made to its commitment and sometimes engages with its suppliers to help ensure the products they supply meet its expectations.   |
| 75  | The grocer shares its sustainable seafood commitment and any updates made to its commitment and regularly engages with its suppliers to help ensure the products they supply meet its expectations.   |
| 100 | The grocer shares its sustainable seafood commitment and any updates made to its commitment, has a clear strategy to engage with its suppliers and provides direct support (e.g. training, resources) to help ensure all seafood products are procured in line with its policies. |



# 06

# Taking Initiative

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

| 6.1 | <b>The grocer takes actions to support improvements to 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 (17 pts).   |
| #3  | · Promotes farmed salmon products from closed containment producers through marketing efforts and/or distinguishes these products from open-net pen products at points of sale (17 pts).  |
| #4  | · 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 (17 pts).   |
| #5  | · Refrains from advertising versions of this product that are not ASC certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).  |
| #6  | · 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 (17 pts).   |
| #7  | · Does not sell genetically engineered (GE) or genetically modified (GM) farmed salmon (17 pts).  |

| 6.2 | <b>The grocer takes action to support improvements to 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 (17 pts).   |
| #3  | · Collaborates with other companies pre-competitively to improve shrimp and prawn farming practices (17 pts).   |
| #4  | · Works with suppliers or producers directly to improve shrimp and prawn farming practices (17 pts).  |
| #5  | · Refrains from advertising versions of this product that are not ASC or BAP 2 star plus certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch   |
| #6  | · 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 (17 pts).   |
| #7  | · Prioritizes sourcing products with high levels of social responsibility and/or traceability (17 pts).   |

# 06

# Taking Initiative

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

| 6.3 | The grocer takes action to support improvements to 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 (17 pts).   |
| #3  | · Collaborates with other companies pre-competitively to improve skipjack fishery management practices (17 pts).  |
| #4  | · Works with suppliers or producers directly to improve skipjack fishing practices (17 pts).  |
| #5  | · Only advertises 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 (17 pts).        |
| #6  | · 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 (17 pts). |
| #7  | · Prioritizes sourcing products with high levels of social responsibility and/or traceability (17 pts).   |

| 6.4 | The grocer takes action to support improvements to other species.  |
|-----|--|
| #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 (17 pts).                             |
| #3  | · Collaborates with other companies pre-competitively to improve fishing or aquaculture practices (17 pts).  |
| #4  | · Works with suppliers or producers directly to improve fishing or farming practices (17 pts).   |
| #5  | · Refrains from advertising versions of this product that are not MSC/ASC certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).                                   |
| #6  | · Preferentially sources from more sustainable sources that are MSC/ASC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (17 pts).   |
| #7  | · Prioritizes sourcing products with high levels of social responsibility and/or traceability (17 pts).  |