

SEAFOOD PROGRESS SCORING METHODOLOGY

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PHOTO: SeaChoice



PHOTO: Freepik

This scoring methodology is comprised of nine key performance indicators (KPIs) and divided into two sections. The first section focuses on retailers' sustainable seafood policies and practices and is comprised of five KPIs. The second focuses on retailers' human rights policies in relation to seafood and is comprised of four KPIs. The scoring differs from past Seafood Progress methodologies in that it considers product categories previously out of the assessment scope (e.g. pet food, health and beauty products containing seafood ingredients), and explores the application of and strategy behind retailers' human rights policies in relation to seafood. The methodology also reflects the extent to which retailers engaged with SeaChoice to inform their profiles.

ENVIRONMENTAL INDICATORS

KPI 1.1 ENGAGE

Did the retailer engage with SeaChoice and respond to questions related to its sustainable seafood policy and practices?

0%	The retailer did not respond to any communications or no survey responses were provided.
20%	The retailer responded to communications and provided partial responses to some questions.
40%	The retailer met with SeaChoice and provided adequate responses to most questions.
60%	The retailer met with SeaChoice and provided adequate and timely responses to most questions.
80%	The retailer met with SeaChoice and provided comprehensive and timely responses to most questions.
100%	The retailer met with SeaChoice and provided comprehensive and timely responses to all questions.

Which seafood products are covered by the retailer's sustainable seafood policy?

DIRECT PRODUCTS

Fresh, frozen and shelf stable products where seafood is the primary component.

CATEGORY	RETAILER'S RESPONSE		
SHELF STABLE	PRODUCTS	STORES	AVERAGE SCORE
Private label	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Third Party	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Unbranded	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
AVERAGE SCORES (Shelf only)	Product points / total applicable categories = Product %	Store points / total applicable categories = Store %	(Product % + Store %) = Average %
FROZEN	PRODUCTS	STORES	AVERAGE SCORE
Private label	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Third Party	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Unbranded	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
AVERAGE SCORES (Frozen only)	Product points / total applicable categories = Product %	Store points / total applicable categories = Store %	(Product % + Store %) = Average %
FRESH	PRODUCTS	STORES	AVERAGE SCORE
Private label	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Third Party	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Unbranded	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
AVERAGE SCORES (Fresh only)	Product points / total applicable categories = Product %	Store points / total applicable categories = Store %	(Product % + Store %) = Average %
	PRODUCTS	STORES	AVERAGE SCORE
DIRECT PRODUCT SCORES (All Direct)	Average Product %	Average Store %	Combined Average %

SCORING RATIONALE

All - 1 point, Some - 0.5 point,
None - 0 point, N/A - removed from scoring

COMBINED SCORES BY CATEGORY: (Total product points + Total store points) / 2 = Average %

DIRECT PRODUCTS OVERALL SCORE: (Combined scores shelf stable + frozen + fresh) / 3 = Average %

INDIRECT PRODUCTS OVERALL SCORE:
(Combined scores health + beauty + pet food + garden) / 4 = Average %

***OVERALL SCORE:** Direct product overall score (weighted at 75%) + Indirect product overall score (weighted at 25%) = Average %

DEFINITIONS

PRIVATE LABEL BRANDS

Products that retailers sell and own.

THIRD-PARTY BRANDS

Products that retailers sell but do not own.

UNBRANDED PRODUCTS

Products that retailers typically own but that do not have a brand on pack (e.g. fillets sold through deli counters).

Notes: The none/some/all non-dichotomous approach to scoring is limited in that a response of 'some' does not consider variances in sales volumes by product category, brand type or store.

Direct products encompass some indirect products where seafood is not a major ingredient (e.g., prepared meals, chips, dressings, oils, etc).

The decision was made to not score retailers on reported sales volumes and revenues.

**In calculating the overall score for this indicator, the decision was made to weight direct products at 75% and indirect products at 25% following the assumption that the former amounts to significantly higher volumes of seafood than the latter.*

INDIRECT PRODUCTS

Health, beauty, pet food and garden products that contain seafood ingredients (examples [HERE](#)).

CATEGORY	RETAILER'S RESPONSE		
HEALTH	PRODUCTS	STORES	AVERAGE SCORE
Private label	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Third Party	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Unbranded	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
AVERAGE SCORES (Health only)	Product points / total applicable categories = Product %	Store points / total applicable categories = Store %	(Product % + Store %) = Average %
BEAUTY	PRODUCTS	STORES	AVERAGE SCORE
Private label	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Third Party	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Unbranded	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
AVERAGE SCORES (Beauty only)	Product points / total applicable categories = Product %	Store points / total applicable categories = Store %	(Product % + Store %) = Average %
PET FOOD	PRODUCTS	STORES	AVERAGE SCORE
Private label	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Third Party	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Unbranded	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
AVERAGE SCORES (Pet food only)	Product points / total applicable categories = Product %	Store points / total applicable categories = Store %	(Product % + Store %) = Average %
GARDEN	PRODUCTS	STORES	AVERAGE SCORE
Private label	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Third Party	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
Unbranded	All Some None N/A	All Some None N/A	(Product points + Store points) / 2 = %
AVERAGE SCORES (Garden only)	Product points / total applicable categories = Product %	Store points / total applicable categories = Store %	(Product % + Store %) = Average %
	PRODUCTS	STORES	AVERAGE SCORE
INDIRECT PRODUCT SCORES (All Indirect)	Average Product %	Average Store %	Combined Average %

OVERALL SCORES

	PRODUCTS	STORES	AVERAGE SCORE
OVERALL SCORES (Direct + Indirect, all categories)	Average Product % (Direct + Indirect, all categories)	Average Store % (Direct + Indirect, all categories)	Combined Average % (Direct + Indirect, all categories)

KPI 1.3 VERIFICATION

How does the retailer verify supplier compliance against its sustainable seafood policy?

0%	The retailer does not have a ¹ full chain traceability policy in place (or policy applies to private label seafood only) and does not verify supplier compliance against its sustainable seafood policy.
33%	The retailer has a ¹ full chain traceability policy in place that applies to all seafood (including third party brands), but does not verify supplier compliance against its sustainable seafood policy.
66%	The retailer has a ¹ full chain traceability policy in place that applies to all seafood (including third party brands), and all suppliers of ² high-risk products are issued self evaluations on at least an annual basis. The information collected in these surveys is verified through additional sources, which is part of a due diligence process.
100%	The retailer has a ¹ full chain traceability policy in place that applies to all seafood (including third party brands), and all suppliers of ² high-risk products are issued self evaluations and are required to undergo ³ traceability spot checks on at least an annual basis.

1 A full chain traceability policy to support a sustainable seafood policy should trace at least the scientific name, geographic origin, farmed or wild, and gear type or farming method.

2 Products associated with higher risk geographies, species, and production/harvest methods.

3 Random checks on high-risk products to determine a supplier's ability to provide documentation of their full supply chain from the vessel or farm.

Notes: The traceability spot check requirement could inadvertently reward retailers for relying on proof of certification documentation to verify compliance against sustainable seafood policies. As several reports have identified, certified products are being associated with environmental crimes as well as social crimes. Therefore, it is important to note that beyond conducting these spot checks, retailers need to follow a due diligence approach to sourcing.

KPI 1.4 STRATEGY

What is the retailer's strategy behind the scope of its sustainable seafood policy?

0%	Some or all of the retailer's private label fresh and frozen seafood products are in scope across some or all store banners, the retailer's approach to verification is absent or unclear and/or its sustainable seafood policy is subject to significant conditions, and there's no timebound commitment to include remaining products and/or store banners.
20%	Some or all of the retailer's private label direct seafood products are in scope across some or all store banners and the retailer's approach to verification is clear, but there's no timebound commitment to include remaining products and/or store banners.
40%	Some or all of the retailer's private label direct seafood products are in scope across some or all store banners and the retailer follows a ¹ risk-based approach to verification, but there's no timebound commitment to include remaining products and/or store banners.
60%	Most or all of the retailer's direct seafood products are in scope across most or all store banners and the retailer follows a ¹ risk-based approach to verification, but there's no timebound commitment to include remaining products and/or store banners.
80%	All of the retailer's direct seafood products are in scope across all store banners, the retailer follows a ¹ risk-based approach to verification, and there's a timebound commitment to include indirect seafood products.
100%	All of the retailer's direct and indirect seafood products are in scope across all store banners and the retailer follows a ¹ risk-based approach to verification.

1 An approach to verification that focuses on products associated with higher risk geographies, species, and production/harvest methods.

**KPI 1.5
GOVERNANCE**

Who is held responsible and accountable for ensuring the retailer's sustainable seafood policy is met?

0%	The retailer has not deemed any person or department responsible or accountable.
33%	The retailer clearly holds one person or department responsible and/or accountable.
66%	The retailer clearly holds at least two people or departments responsible and accountable.
100%	The retailer clearly holds at least two people or departments responsible and accountable, and a discrete budget is dedicated to the work.



HUMAN RIGHTS INDICATORS

**KPI 2.1
ENGAGE**

Did the retailer engage with SeaChoice and respond to questions related to its human rights policy and practices?

0%	The retailer did not respond to any communications or no survey responses were provided.
20%	The retailer responded to communications and provided partial responses to some questions.
40%	The retailer met with SeaChoice and provided adequate responses to most questions.
60%	The retailer met with SeaChoice and provided adequate and timely responses to most questions.
80%	The retailer met with SeaChoice and provided comprehensive and timely responses to most questions.
100%	The retailer met with SeaChoice and provided comprehensive and timely responses to all questions.

**KPI 2.2
VERIFICATION**

How does the retailer verify supplier compliance against its human rights policy?

0%	The retailer expects suppliers to abide by its Supplier Code of Conduct but does not verify compliance.
25%	The retailer issues suppliers of ¹ high-risk products a self assessment that reflects its Supplier Code of Conduct on at least an annual basis, and this information is verified through additional sources.
50%	The retailer requires Tier 1 suppliers of private label seafood to undergo risk-based audits, but does not investigate the upstream supply chains of its third-party brand suppliers.
75%	The retailer requires all suppliers (including third-party brands) to undergo vessel and farm level risk-based audits.
100%	In addition to or instead of risk-based audits, the retailer conducts an enhanced investigation of ¹ high-risk products across all suppliers (including third-party brands) in consultation with local stakeholders (e.g., engaging with unions or worker representative organizations to understand worker perspectives).

¹ Products associated with higher risk geographies, species, and production/harvest methods.

Notes: Though most retailers have some type of grievance mechanism in place, SeaChoice was unable to determine the effectiveness of these tools and who is able to access to them. Additionally, according to [FishWise](#), while grievance mechanisms are a standard practice in any comprehensive human rights due diligence (HRDD) implementation, they are only one part of a worker engagement strategy. This is because such tools identify issues after they have occurred, where comprehensive HRDD has a broader mandate which includes proactively mitigating risks and preventing issues from occurring.

KPI 2.3 STRATEGY

What is the retailer's strategy behind the scope of its human rights policy?

0%	The retailer did not provide a response, and no public information.
25%	The retailer relies on third-party certifications and/or social audits to verify private label seafood supplier compliance against its human rights policy.
50%	The retailer recognizes the limitations of certifications and audits as a means of verifying supplier compliance against its human rights policy and is actively exploring worker driven approaches to verification for private label suppliers only.
75%	The retailer recognizes the limitations of certifications and social audits as a means of verifying supplier compliance against its human rights policy and is actively exploring worker driven approaches to verification for all suppliers (including third-party brands).
100%	The retailer has made a clear commitment to incorporate worker perspectives into its human rights due diligence process for all seafood suppliers (including third-party brands) to mitigate risks and prevent human rights violations from occurring in its seafood supply chains.

KPI 2.4 GOVERNANCE

Who is held responsible and accountable for ensuring the retailer's human rights policy is met?

0%	The retailer has not deemed any person or department responsible or accountable.
33%	The retailer clearly holds one person or department responsible and/or accountable.
66%	The retailer clearly holds at least two people or departments responsible and accountable.
100%	The retailer clearly holds at least two people or departments responsible and accountable, and a discrete budget is dedicated to the work.



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Please contact SeaChoice for more information at info@seachoice.org

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