

SEAFOOD PROGRESS: FEDERATED CO-OPERATIVES LIMITED (CO-OP)



Seafood Progress profile as published in July 2021.

Report generated on: August 24th, 2021

REPORTING PERIOD

August 2020 - July 2021

LOCATION

British Columbia, Alberta, Saskatchewan and Manitoba

NUMBER OF STORES

241

GROSS REVENUE

\$9.8 billion (2017)

WEBSITE

<http://www.coopfoods.com>

RETAILER SNAPSHOT











Environmental Sustainability Commitment. In 2021 Federated Co-operatives Limited (Co-op) expanded the scope of its sustainable seafood commitment to include all its shelf stable products (e.g. canned tuna) and seafood company brand products (e.g. products made by Highliner or Cloverleaf). Co-op is now committed to sourcing all its seafood products from sources that are ranked at least a 'Good Alternative' (Yellow) by Seafood Watch or that are covered by an equivalent certification or are in a credible improvement project. In May of 2021, Co-op reported that 85% of its seafood sold in the past year has met its commitment. Co-op relies on one-up (from the supplier) one-down (to the store) traceability for verification and aims to improve the traceability of its products where possible.

Social Responsibility Commitment. Co-op's commitment to social responsibility refers to international standards but lacks clear expectations for seafood suppliers, a clear and effective traceability policy and a timeline for meeting its commitment.

Scope of Commitment. See below for information on which types of products are included in the scope of Co-op's sustainable seafood policy.

COMMITMENT SCOPE

How retailers' sustainable seafood policies and commitments apply to different segments of their products.

	FRESH	FROZEN	SHELF STABLE
Grocery store brand			
Seafood company brand			
No brand			

● Retailer has made a commitment to all segments represented.
● Retailer does not sell products in this segment.

Grocery store brands: Owned and controlled by Co-op
Seafood company brands: Owned by companies that supply many retailers
No brand: Fresh and frozen seafood packaged without branding

WHAT CAN CONSUMERS DO TO HELP?

Take action!

Co-op has made some noteworthy improvements in the last year, but there is still important work to be done. Retailers listen closely to what **YOU** have to say. Leverage that power to drive important changes throughout the supply chain!

Select a topic to ADVOCATE for Co-op to improve.

- ▶ Social Responsibility
- ▶ Transparency
- ▶ Supporting Industry Improvements

Another way to take action is to let retailers know that their efforts are noticed and that you want them to continue on the path towards best practice.

Select a topic to ACKNOWLEDGE Co-op's efforts.

- ▶ Commitment

▶ Data Collection

▶ Education

See below for the remainder of Co-op's 2021 profile summary.

▶ Other retailer information

Note: In the process of developing this profile SeaChoice corresponded with Lisa Sparrow-Moellenbeck, Food Safety Manager, and Jessica Niekamp, Processed Meat and Frozen Category Manager at Co-op.

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

Federated Co-operatives Limited (Co-op)



National Average

If it looks like you are only seeing the score for one year it is because the score did not change from year to year.

STEP ELEMENTS

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



SCORING RATIONALE

Federated Co-operatives Limited (The Co-op) is committed to sourcing all private label and national brand fish and seafood products, including wild and farmed fresh, frozen and canned fish and seafood products from sources that are ranked at least a 'Good Alternative' (Yellow) by Seafood Watch, or that are covered by an equivalent certification or are in a credible improvement project. The majority of the data that FCL collects “relies on one-up (from the supplier) one-down (to the store) traceability for verification and in most cases does not include full electronic traceability. FCL aims to improve the traceability of [its] products where possible and will also aim to periodically spot check the veracity of the data [its] suppliers provide through tools such as genetic testing.”

COMMITMENT SCOPE

How retailers' sustainable seafood policies and commitments apply to different segments of their products.

	FRESH	FROZEN	SHELF STABLE
CO-OP			
Grocery store brand			
Seafood company brand			
No brand			

● Retailer has made a commitment to all segments represented.
● Retailer does not sell products in this segment.

SCORING RUBRIC

- 0%** No publicly available environmental sustainability commitment or policy
- 20%** General commitment to environmentally sustainable seafood without clear objectives, traceability policy or timelines
- 40%** Commitment to environmental sustainability that includes clear objectives for sustainable procurement, but no traceability policy or timelines
- 60%** Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise rankings, eco-certifications, etc.), but no traceability policy or timelines
- 80%** Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards and a clear and effective traceability policy, but no timeline
- 100%** Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards, a clear and effective traceability policy, and a timeline for meeting the commitment (unless the commitment has already been met).

1.2 Has a publicly available commitment or policy to source more socially responsible seafood?

Federated Co-operatives Limited (Co-op)

National Average

SCORING RATIONALE

FCL’s seafood commitment recognizes the need to uphold international standards, including the Universal Declaration of Human rights and the International Labor Organization’s Declaration on Fundamental Principles and Rights at Work. Additionally, all suppliers must sign “an agreement that they will continue to uphold [FCL’s] policy, including providing accurate data and ensuring that fish and seafood is *not knowingly* sourced from businesses with human rights violations” (emphasis added). FCL’s traceability requirements for suppliers does not extend to social responsibility.

SCORING RUBRIC

- 0%** No publicly available social responsibility commitment or policy
- 20%** General commitment to socially responsible seafood without clear objectives, traceability policy or timelines
- 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.), but no traceability policy or timelines
- 60%** Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers, but no traceability policy or timelines.
- 80%** Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy, but no timeline
- 100%** Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, a clear and effective traceability policy, and a timeline for meeting the commitment (unless the commitment has already been met).

1.3 Does the retailer cover all banners that sell seafood in its sustainable seafood commitment?

Federated Co-operatives Limited (Co-

National Average

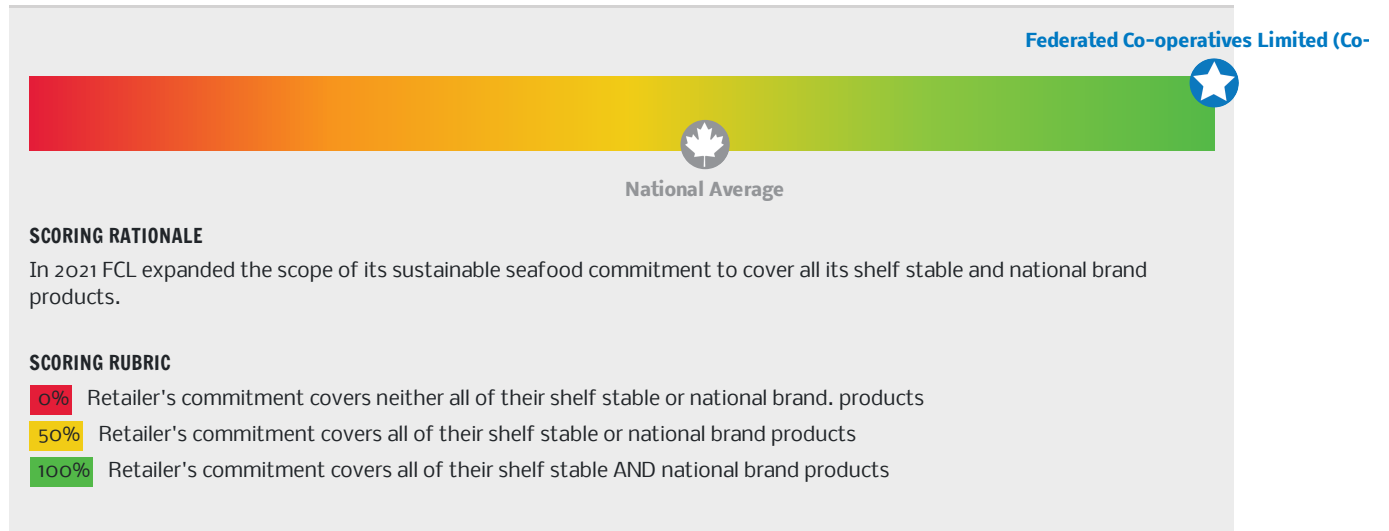
SCORING RATIONALE

All of FCL’s stores are covered under its sustainable seafood commitment. Note that Calgary Co-op is managed as a separate co-operative (personal communication, L. Sparrow-Moellenbeck, 22/04/2021).

SCORING RUBRIC

- 0%** Retailer does not include any banners in its sustainable seafood commitment
- 25%** Retailer includes 25% or more of its banners in its sustainable seafood commitment
- 50%** Retailer includes 50% or more of its banners in its sustainable seafood commitment
- 75%** Retailer includes 75% or more of its banners in its sustainable seafood commitment
- 100%** Retailer includes 100% of its banners in its sustainable seafood commitment

1.4 Does the retailer cover all shelf stable and national brand products in its sustainable seafood commitment?



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





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


If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

STEP ELEMENTS

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



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National
Average


SCORING RATIONALE


In support of its expansion of scope in 2021 to include all shelf stable products, FCL now collects information on the scientific (Latin) name of all its private label and national brand fresh, frozen and shelf stable products (personal communication, L. Sparrow-Moellenbeck, 22/04/2021).


 Fresh fish and seafood  Private label fish and seafood (frozen and shelf stable)

 National brand fish and seafood (frozen and shelf stable)


SCORING RUBRIC


 0% No data collected (or no information)


 50% Data collected for some products

 100% Data collected for all products

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



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National
Average


SCORING RATIONALE


In support of the expansion of scope in 2021 to include all shelf stable products, FCL now collects information on the geographic origin and region of catch of all its private label and national brand fresh, frozen and shelf stable products (personal communication, L. Sparrow-Moellenbeck, 22/04/2021).


 Fresh fish and seafood  Private label fish and seafood (frozen and shelf stable)

 National brand fish and seafood (frozen and shelf stable)

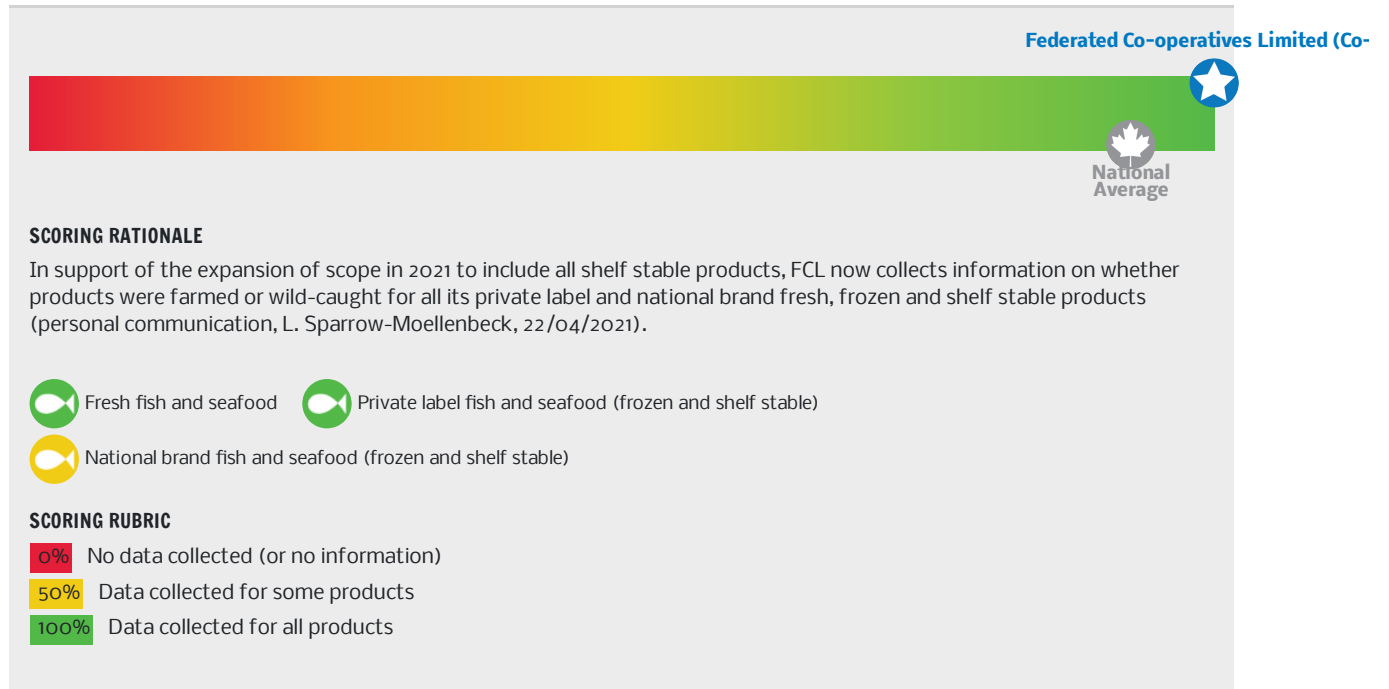
SCORING RUBRIC

 0% No data collected (or no information)

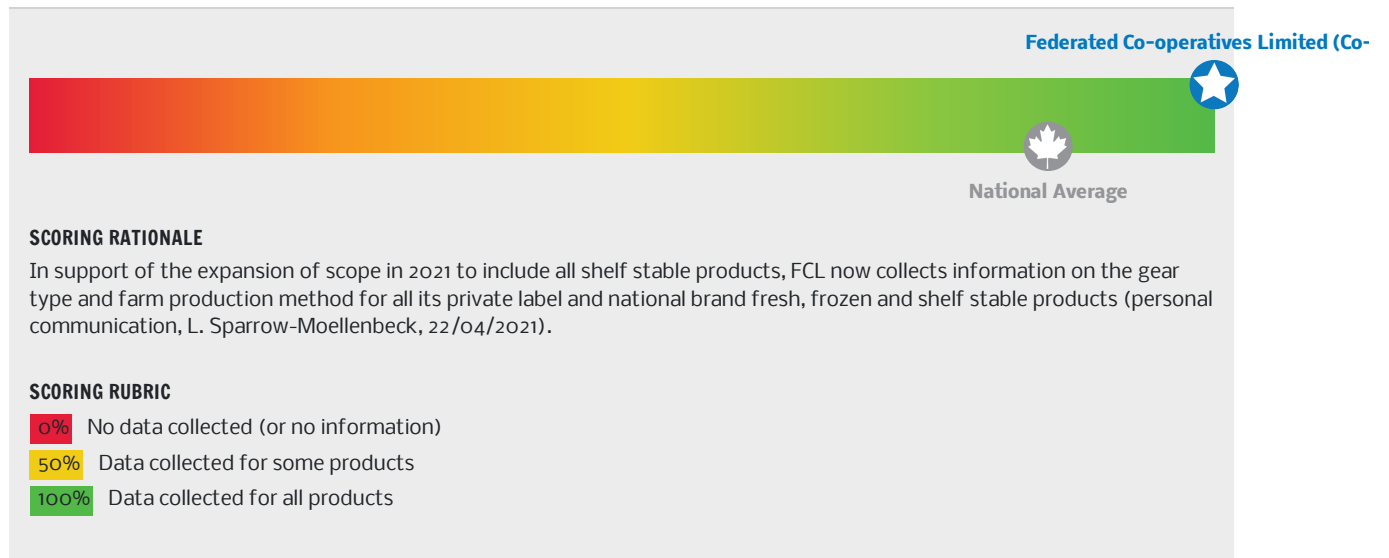
 50% Data collected for some products

 100% Data collected for all products

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



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



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 (KPIs, or step elements) listed below; click the + signs for more detailed information.


Note that KPI 3.3 was changed in 2019 from “Retailer works with suppliers to address potential human rights and labour abuses, and support sustainable livelihoods for producers” to more specific indicators around retailers’ agreements with their suppliers/vendors to uphold their environmental and social commitments.

If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the ‘June 2019’ button below the score bar.

STEP ELEMENTS

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

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SCORING RATIONALE


FCL uses ratings from the Monterey Bay Aquarium’s Seafood Watch Program and the Ocean Wise Seafood Program, and certifications from the Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC) and Best Aquaculture Practices (BAP) to assess the sustainability of its seafood products.

SCORING RUBRIC

- 0% No sustainability criteria used to inform purchasing decisions (or no information available)
- 100% Sustainability criteria used 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.

Federated Co-operatives Limited (Co-op)


National Average



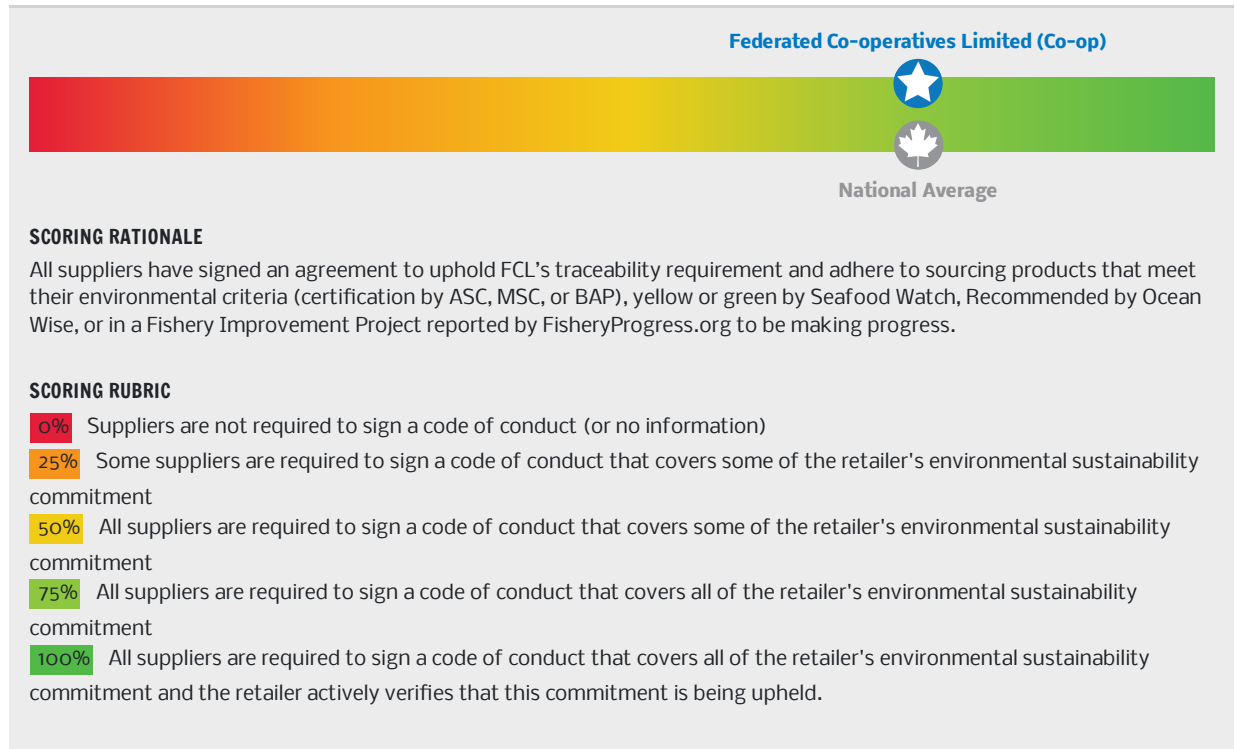
SCORING RATIONALE

In 2021, FCL proudly expanded the scope of its sustainable seafood commitment to cover all its shelf stable and national brand products. FCL can demonstrate that 85% of all seafood sold in its stores met its sustainable seafood commitment in the past year (personal communication, L. Sparrow-Moellenbeck, 28/05/2021).

SCORING RUBRIC

- 0% Retailer has not reported in last three years how much of their seafood sold meets their sustainability commitment (or no information available)
- 25% percent or more of the retailer’s seafood products sold meets their sustainability commitment
- 50% percent or more of the retailer’s seafood products sold meets their sustainability commitment
- 75% percent or more of the retailer’s seafood products sold meets their sustainability commitment
- 100% percent of the retailer’s seafood products sold meets their sustainability commitment

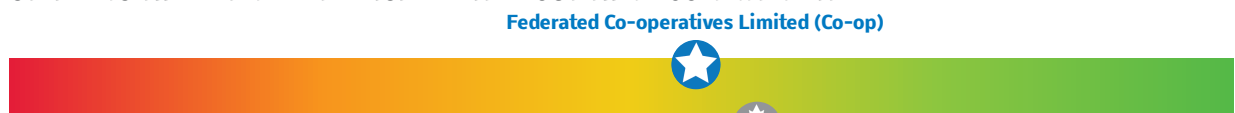
3.3 Suppliers are required to sign a code of conduct to uphold the retailer's environmental sustainability commitment.



3.4 Suppliers are required to sign a code of conduct to uphold the retailer's social responsibility commitment.



STEP 4: IS THE RETAILER TRANSPARENT ABOUT THEIR COMMITMENT?





National Average

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 (KPIs, or step elements) listed below; click the + signs for more detailed information.

If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

STEP ELEMENTS

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

Federated Co-operatives Limited (Co-op)

National Average

SCORING RATIONALE

FCL labels all fresh and frozen fish and seafood, and some private label fresh and frozen seafood, with species scientific name, country of origin, whether the product is wild or farmed, and gear type or farming method (personal communication, L. Sparrow-Moellenbeck, 22/04/2021).

Species Latin name (the what)

Country of origin (the where)

Wild or farmed (the how, part 1)

Gear type or farming methods (the how, part 2)

SCORING RUBRIC

0% Retailer does not label products with the information (or no information)

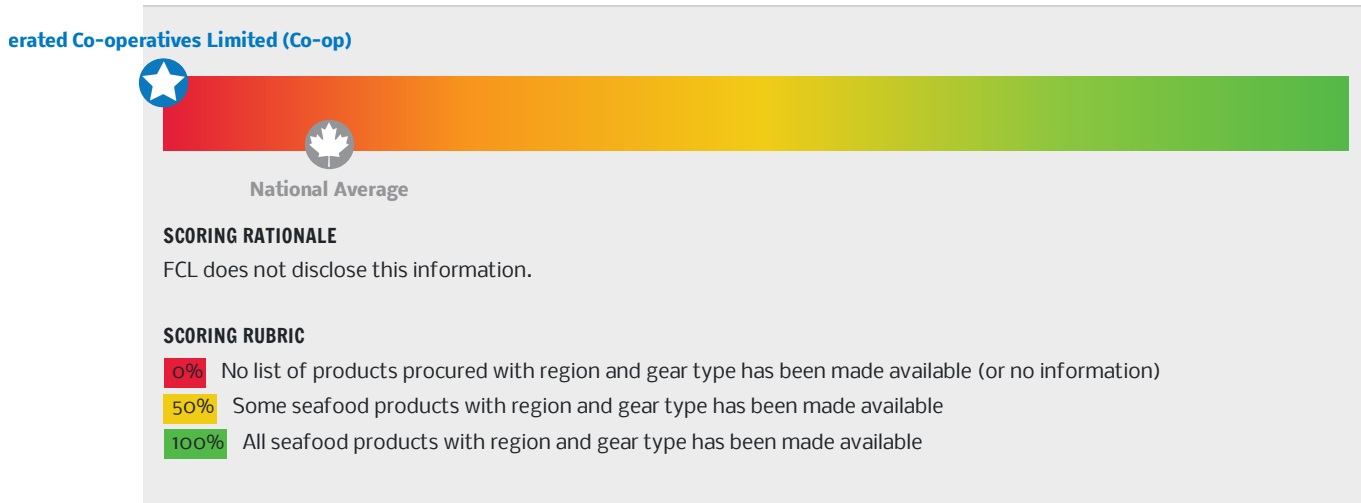
50% Retailer labels some products with the information

100% Retailer labels all products with the information

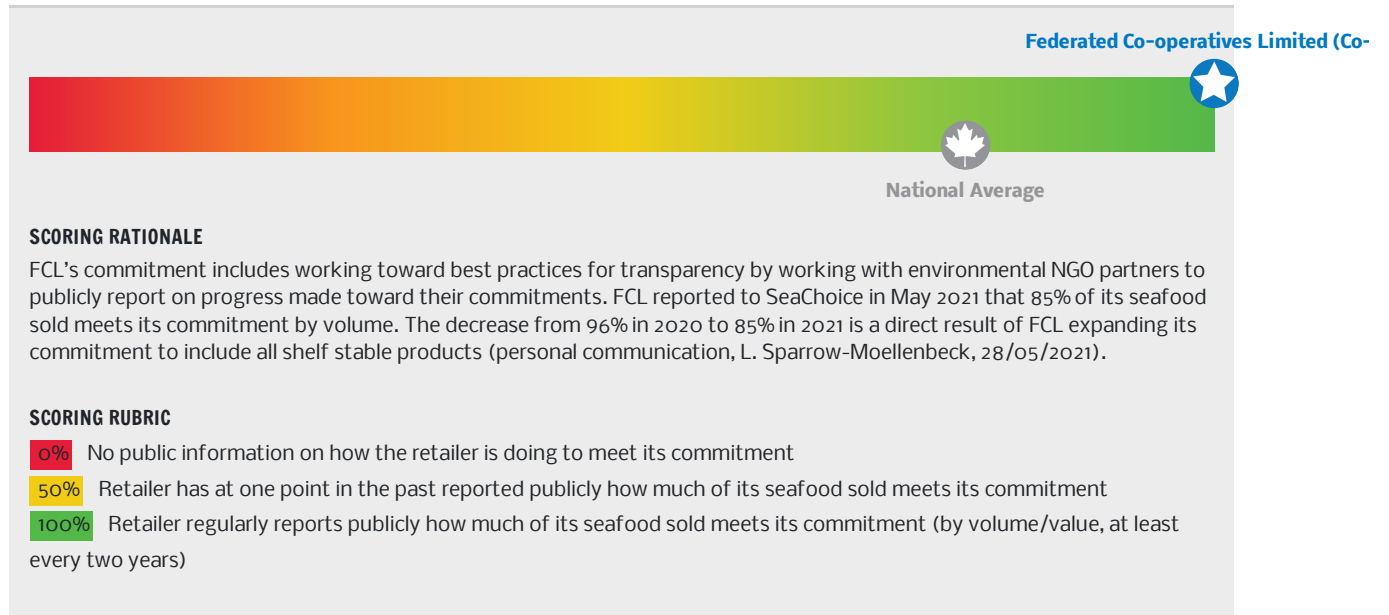
4.2 Retailer labels products with an ecolabel, allowing consumers to make informed decisions OR all products fit under a standard and is communicated as such



4.3 List of products procured with region and gear type data has been made available (e.g. as per Ocean Disclosure Project)



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



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 (KPIs, or step elements) listed below; click the + signs for more detailed information.

Note that KPI 5.3 changed in 2019 from “Suppliers are required to sign a Code of Conduct to uphold the retailer’s sustainable seafood policy” (now covered by KPIs 3.3 and 3.4) to an indicator of what actions retailers have taken to educate their suppliers/vendors about their sustainable seafood commitment.

If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

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 The retailer has taken actions to ensure its suppliers or vendors are aware of its sustainable seafood commitment or policy.

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National Average

SCORING RATIONALE

FCL’s Fish and Seafood Category Managers regularly share its sustainable seafood commitment with suppliers and discuss sustainable seafood options and availability. They require suppliers to regularly confirm the sustainability rankings, certifications and volumes for all products they provide to FCL. This forms the basis of FCL’s data collection to inform its commitment tracking. Additionally, recommendations are given and discussed with smaller local fisheries to assist with the requirements to meet FCL’s policy (personal communication, L. Sparrow-Moellenbeck, 28/05/2021).

SCORING RUBRIC

- 0% The retailer has taken no actions OR no information available
- 25% The retailer sends its suppliers or vendors a copy of its sustainable seafood commitment or policy
- 50% The retailer shares its sustainable seafood commitment or policy and sometimes engages with its suppliers to help ensure the products they supply meet the retailer’s expectations.
- 75% The retailer shares its sustainable seafood commitment or policy and regularly engages with its suppliers to help ensure the products they supply meet the retailer’s expectations.
- 100% The retailer 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 product are procured in line with its policies.

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

Federated Co-operatives Limited (Co-op)



Does the retailer sell 'Priority Seafood' products (seafood that has high volume of sales in Canadian retail stores and that is generally not recommended by the Ocean Wise Seafood Program), and if so, do they support improvement and how?

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

Note that this Step was changed significantly in 2019 to introduce two additional 'Support Improvement' actions for each of the Priority Seafood products. This means that if a retailer was engaged in the same actions in 2019 as in 2018, and no more, their score will appear to have decreased). Additionally, KPIs 6.4 and 6.5 on other SeaChoice priority seafood products were generalized into a new KPI that allows retailers to showcase any other actions they are taking to support improvement of specific seafood products (besides shrimp, farmed salmon and skipjack), or to support improvements in seafood sustainability in general.

If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

STEP ELEMENTS

6.1 Does the retailer support improvements in the production of farmed Atlantic salmon (either Canadian produced or imported)?

Federated Co-operatives Limited (Co-op)

National Average

SCORING RATIONALE

FCL is committed to continuing to influence improvements in the salmon farming industry and preferentially source farmed Atlantic salmon that is recommended by Ocean Wise (personal communication, L. Sparrow-Moellenbeck, 22/04/2021), and also offers sustainable alternatives including farmed steelhead, sustainably harvested wild salmon and land-based farmed coho salmon.

- Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are certified by ASC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts)
- Outreach to policymakers to advocate for salmon farming management to be more environmentally sustainable and/or socially responsible
- Collaborating with other companies pre-competitively to improve salmon aquaculture practices
- Works with suppliers or producers directly to improve salmon farming practices
- Refrains from advertising versions of this product that are not ASC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- Preferentially procures farmed salmon from sources that are ASC certified, Recommended by Ocean Wise or ranked Best Choice by Seafood Watch
- Sourcing decisions also prioritize products with high levels of social responsibility and traceability

SCORING RUBRIC

- 0%** Sells the product and does not support improvements by doing any of the actions listed or no information available
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five improvement activities or doesn't sell the product
- 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?

Federated Co-operatives Limited (Co-



National Average

SCORING RATIONALE

FCL only sells farmed imported shrimp and prawn products that are certified by Best Aquaculture Practices (BAP) as 2 star or above, but does not source Aquaculture Stewardship Council (ASC) certified products because of their price point (personal communication, L. Sparrow-Moellenbeck, 22/04/2021).

- ✓ Only sells farmed shrimp and prawn products that meet the highest bars for sustainability, i.e. are certified by ASC or BAP, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts)
- ✗ Outreach to policymakers to advocate for shrimp and prawn farming management to be more environmentally sustainable and/or socially responsible
- ✗ Collaborating with other companies pre-competitively to improve shrimp and prawn farming practices
- ✗ Works with suppliers or producers directly to improve shrimp and prawn farming practices
- ✗ Refrains from advertising versions of this product that are not ASC or BAP certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- ✗ Preferentially procures shrimp and prawns from sources that are ASC or BAP certified, Recommended by Ocean Wise or Best Choice by Seafood Watch
- ✗ Sourcing decisions also prioritize products with high levels of social responsibility and traceability

SCORING RUBRIC

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five 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?

Federated Co-operatives Limited (Co-op)



National Average

SCORING RATIONALE

FCL is not taking any Support Improvement actions on skipjack tuna at this time (personal communication, L. Sparrow-Moellenbeck, 22/04/2021).

- x Only sells skipjack tuna products that meet the highest bars for sustainability, i.e. are certified by MSC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts)
- x Outreach to policymakers to advocate for skipjack fishing methods and management to be more environmentally sustainable and/or socially responsible
- x Collaborating with other companies pre-competitively to improve skipjack fishery management practices
- x Works with suppliers or producers directly to improve skipjack fishing practices
- x Refrains from advertising versions of this product that are not MSC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- x Preferentially sources from more sustainable sources that are MSC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch
- x Sourcing decisions also prioritize products with high levels of social responsibility and traceability

SCORING RUBRIC

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five actions to support improvement
- 100% Retailer is engaged in all support improvement activities or doesn't sell the product

6.4 Is the retailer engaged in any actions to improve production of any other seafood products?

Federated Co-operatives Limited (Co-op)



National Average

SCORING RATIONALE

FCL is not taking any Support Improvement actions on any other seafood products at this time (personal communication, L. Sparrow-Moellenbeck, 28/05/2021).

- 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 ranked Best Choice by Seafood Watch (100 pts)
- Outreach to policymakers to advocate for harvest or farming method and management to be more environmentally sustainable and/or socially responsible
- Collaborating with other companies pre-competitively to improve fishing or aquaculture practices
- Works with suppliers or producers directly to improve fishing or farming practices
- Refrains from advertising versions of this product that are not MSC/ASC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- Preferentially sources from more sustainable sources that are MSC/ASC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch
- Sourcing decisions also prioritize products with high levels of social responsibility and traceability

SCORING RUBRIC

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five actions to support improvement
- 100% Retailer is engaged in all support improvement activities