**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.
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
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?**

![Score Bar](image)

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.”

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?

**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?

**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?**

**SCORING RATIONALE**
In 2021 FCL expanded the scope of its sustainable seafood commitment to cover all its shelf stable and national brand products.

**SCORING RUBRIC**
- **0%** Retailer’s commitment covers neither all of their shelf stable or national brand products
- **50%** Retailer’s commitment covers all of their shelf stable or national brand products
- **100%** Retailer’s commitment covers all of their shelf stable AND national brand products

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

What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

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 on 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"

**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).

**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"

**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).

**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"

**SCORING RATIONALE**

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

**SCORING RUBRIC**

- **0%** No data collected (or no information)
- **50%** Data collected for some products
- **100%** Data collected for all products

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

**SCORING RATIONALE**

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

**SCORING RUBRIC**

- **0%** No data collected (or no information)
- **50%** Data collected for some products
- **100%** Data collected for all products

**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.
Federated Co-operatives Limited (Co-op) - SeaChoice

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.

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

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<tr>
<th>Score</th>
<th>Description</th>
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<tbody>
<tr>
<td>0%</td>
<td>No sustainability criteria used to inform purchasing decisions (or no information available)</td>
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<tr>
<td>100%</td>
<td>Sustainability criteria used to inform purchasing decisions</td>
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</table>

3.2 Retailer can demonstrate that X% of their seafood sold in the last three years meets their sustainability criteria by volume/value.

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

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<th>Score</th>
<th>Description</th>
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<tbody>
<tr>
<td>0%</td>
<td>Retailer has not reported in last three years how much of their seafood sold meets their sustainability commitment (or no information available)</td>
</tr>
<tr>
<td>25%</td>
<td>percent or more of the retailer’s seafood products sold meets their sustainability commitment</td>
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<tr>
<td>50%</td>
<td>percent or more of the retailer’s seafood products sold meets their sustainability commitment</td>
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<tr>
<td>75%</td>
<td>percent or more of the retailer’s seafood products sold meets their sustainability commitment</td>
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<tr>
<td>100%</td>
<td>percent of the retailer’s seafood products sold meets their sustainability commitment</td>
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</table>
3.3 Suppliers are required to sign a code of conduct to uphold the retailer’s environmental sustainability commitment.

SCORING RATIONALE
All suppliers have signed an agreement to uphold FCL’s traceability requirement and adhere to sourcing products that meet their environmental criteria (certification by ASC, MSC, or BAP), yellow or green by Seafood Watch, Recommended by Ocean Wise, or in a Fishery Improvement Project reported by FisheryProgress.org to be making progress.

SCORING RUBRIC
- 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 retailer’s environmental sustainability commitment.
- 50% All suppliers are required to sign a code of conduct that covers some of the retailer’s environmental sustainability commitment.
- 75% All suppliers are required to sign a code of conduct that covers all of the retailer’s environmental sustainability commitment.
- 100% All suppliers are required to sign a code of conduct that covers all of the retailer’s environmental sustainability commitment and the retailer actively verifies that this commitment is being upheld.

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

SCORING RATIONALE
All suppliers have signed an agreement to uphold FCL’s traceability requirements and ensure that their fish and seafood products aren’t “knowingly sourced from sources with human rights violations”, however this is only one aspect of the international standards which FCL supports, which including the Universal Declaration of Human Rights and the International Labor Organization’s Declaration on Fundamental Principles and Rights at Work.

SCORING RUBRIC
- 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 retailer’s social responsibility commitment.
- 50% All suppliers are required to sign a code of conduct that covers some of the retailer’s social responsibility commitment.
- 75% All suppliers are required to sign a code of conduct that covers all of the retailer’s social responsibility commitment.
- 100% All suppliers are required to sign a code of conduct that covers all of the retailer’s social responsibility commitment and the retailer actively verifies that this commitment is being upheld.
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 on 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)

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<th>Federated Co-operatives Limited (Co-op)</th>
<th>National Average</th>
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**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

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<th>Federated Co-operatives Limited (Co-op)</th>
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| ![Star](image)
| National Average

**SCORING RATIONALE**

FCL use eco-labels as appropriate at point of sale on pre-packaged fish and seafood products, although not on fresh or fresh packaged products because their stores do not have the required Chain of Custody certification.

**SCORING RUBRIC**

- 0%  Retailer does not label products with an ecolabel as appropriate (or no information)
- 100% Retailer labels products with an ecolabel as appropriate 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)

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| ![Star](image)
| National Average

**SCORING RATIONALE**

FCL does not disclose this information.

**SCORING RUBRIC**

- 0%  No list of products procured with region and gear type has been made available (or no information)
- 50%  Some seafood products with region and gear type has been made available
- 100% All seafood products with region and gear type has been made available
4.4 Retailer publicly reports how much of its seafood meets its sustainability criteria (by volume or value of sales).

**SCORING RATIONALE**

FCL’s commitment includes working toward best practices for transparency by working with environmental NGO partners to publicly report on progress made toward their commitments. FCL reported to SeaChoice in May 2021 that 85% of its seafood sold meets its commitment by volume. The decrease from 96% in 2020 to 85% in 2021 is a direct result of FCL expanding its commitment to include all shelf stable products (personal communication, L. Sparrow-Moellenbeck, 28/05/2021).

**SCORING RUBRIC**

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
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<tbody>
<tr>
<td>0%</td>
<td>No public information on how the retailer is doing to meet its commitment</td>
</tr>
<tr>
<td>50%</td>
<td>Retailer has at one point in the past reported publicly how much of its seafood sold meets its commitment</td>
</tr>
<tr>
<td>100%</td>
<td>Retailer regularly reports publicly how much of its seafood sold meets its commitment (by volume/value, at least every two years)</td>
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**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 on the ‘June 2019’ button below the score bar.

**STEP ELEMENTS**
5.1 Training programs are conducted for seafood staff.

**SCORING RATIONALE**
At least some FCL employees have already received training and FCL’s February 2018 Seafood Policy says all new staff will receive this. Staff have access to the policy and general seafood information but the training program is currently paused (personal communication, L. Sparrow-Moellenbeck, 22/04/2021).

**SCORING RUBRIC**
- 0% Training programs not conducted for seafood staff (or no information)
- 50% Training programs sometimes conducted or for only some seafood staff
- 75% Training programs conducted for all seafood staff, but infrequently (less than every two years)
- 100% Training programs regularly (at least every two years) conducted for all seafood staff

5.2 There is a description of the retailer’s sustainable seafood program for customers in store

**SCORING RATIONALE**
There is no information on FCL’s Seafood Policy for customers in store.

**SCORING RUBRIC**
- 0% There is no description of the sustainable seafood program in store (or no information)
- 50% This is some description of the sustainable seafood program in store
- 100% There is a comprehensive description of the sustainable seafood program in store
5.3 The retailer has taken actions to ensure its suppliers or vendors are aware of its sustainable seafood commitment or policy.

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?

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)?

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**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
- Refains 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?

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)

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**SCORING RATIONALE**

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

✗ 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)

✗ Outreach to policymakers to advocate for skipjack fishing methods and management to be more environmentally sustainable and/or socially responsible

✗ Collaborating with other companies pre-competitively to improve skipjack fishery management practices

✗ Works with suppliers or producers directly to improve skipjack fishing practices

✗ Refrains from advertising versions of this product that are not MSC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch

✗ Preferentially sources from more sustainable sources that are MSC 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**

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<thead>
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<th>Score</th>
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<tbody>
<tr>
<td>0%</td>
<td>Retailer sells the product and does not support improvements by doing any of the actions listed or no information available</td>
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</tr>
<tr>
<td>100%</td>
<td>Retailer is engaged in all support improvement activities or doesn’t sell the product</td>
</tr>
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</table>
6.4 Is the retailer engaged in any actions to improve production of any other seafood products?

**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