

SEAFOOD PROGRESS: BUY-LOW FOODS



Legacy report of this retailer's Seafood Progress profile as published in June 2018.

Report generated on: February 25th, 2019

REPORTING PERIOD

June 2018 – May 2019

LOCATION

British Columbia, Alberta and Saskatchewan

NUMBER OF STORES

38

WEBSITE

<http://www.buy-lowfoods.com>

RETAILER SNAPSHOT

In 2013, Buy-Low Foods and Nesters Market (“Buy-Low”) committed to removing all red-listed seafood products (from sources rated ‘Avoid’ by Seafood Watch) and replacing them with more sustainable alternatives. In 2015, Buy-Low became the first major retailer in North America to have achieved this. Buy-Low has committed to procuring all its fresh and frozen seafood products from sustainable (by which Buy-Low means seafood rated either ‘Good Alternative’ or ‘Best Choice’ by Seafood Watch) and traceable sources, or from fisheries/farms that are engaged in a credible improvement project. Uniquely among major Canadian retailers, Buy-Low doesn’t sell any farmed Atlantic salmon due to sustainability concerns.

Buy-Low provides good staff training on seafood sustainability issues and its suppliers must sign a comprehensive Code of Conduct that commits them to provide products that are in line with Buy-Low’s sustainability commitment. Buy-Low also recently committed to increasing the information available to consumers on its seafood labels by adding species’ scientific (Latin) names and whether the product was wild or farmed.

Buy-Low is supporting improvements in the production of farmed imported shrimp and prawn through preferential sourcing of eco-certified and Ocean Wise recommended products, and SeaChoice recommends that Buy-Low takes action to support improvements on other SeaChoice Priority Species that they sell, such as skipjack tuna or Pacific rockfish (also called “Pacific snapper”).

In the process of developing this profile, SeaChoice corresponded with Glen Genereux, the Meat Buyer / Meat Merchandising Manager for Buy-Low Foods Ltd and Nesters Market, and Claire Li, Account Representative at Ocean Wise.

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

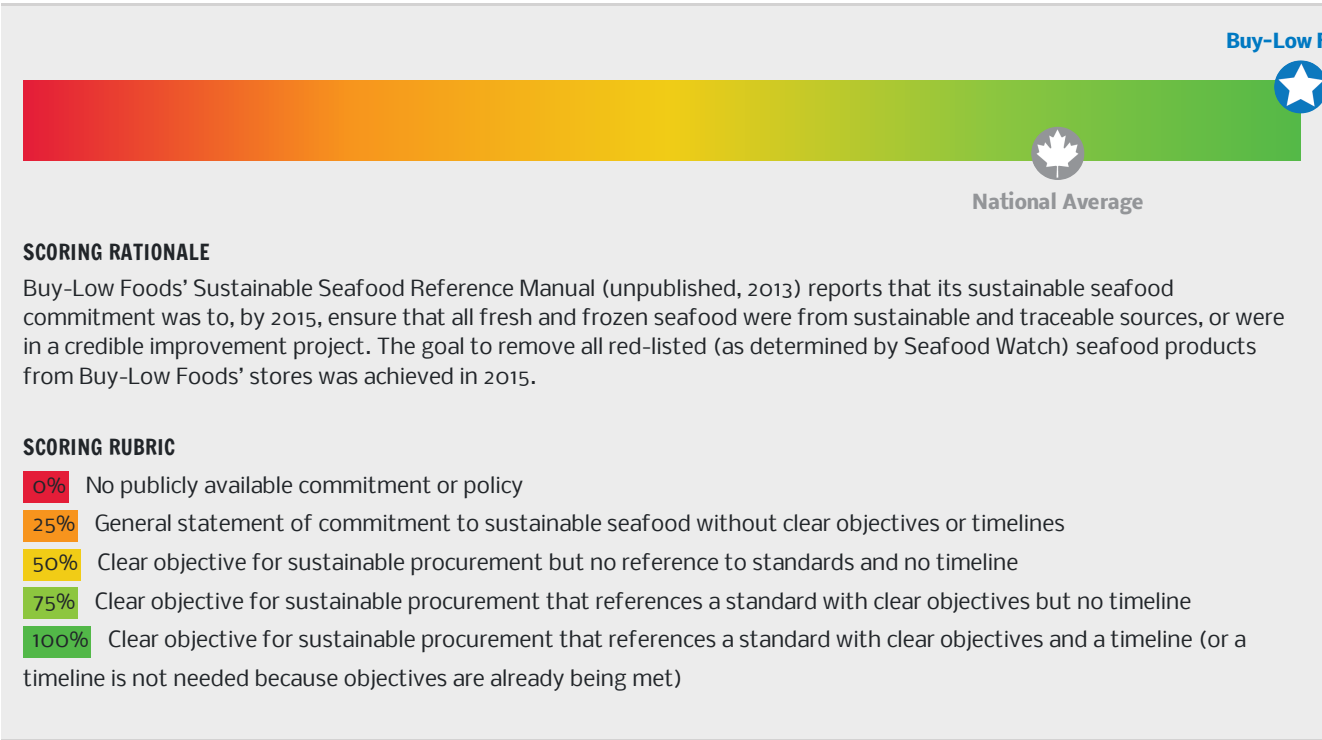


Does the policy include time-bound objectives for addressing environmental issues, social concerns and traceability?

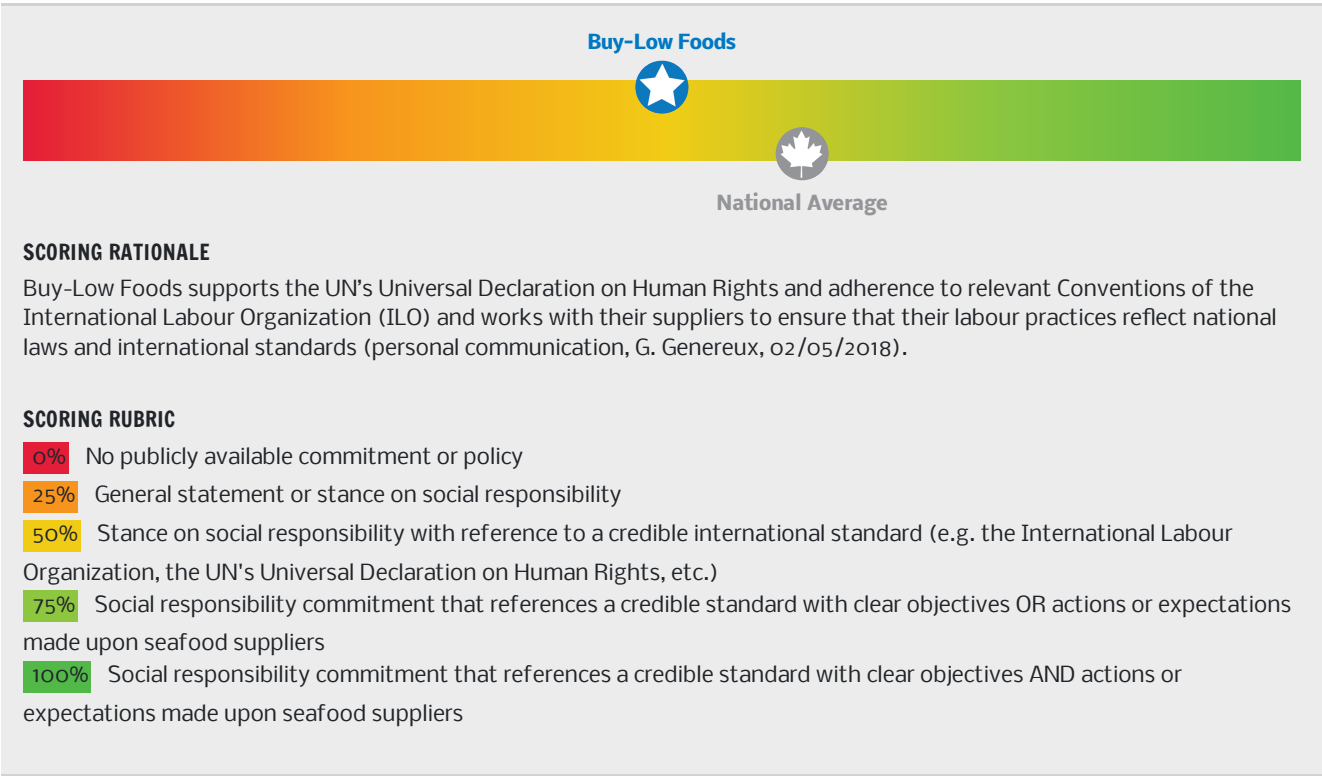
The step score is based on the average of Step 1 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

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



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



1.3 Has a publicly available commitment or policy to source more traceable seafood.



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

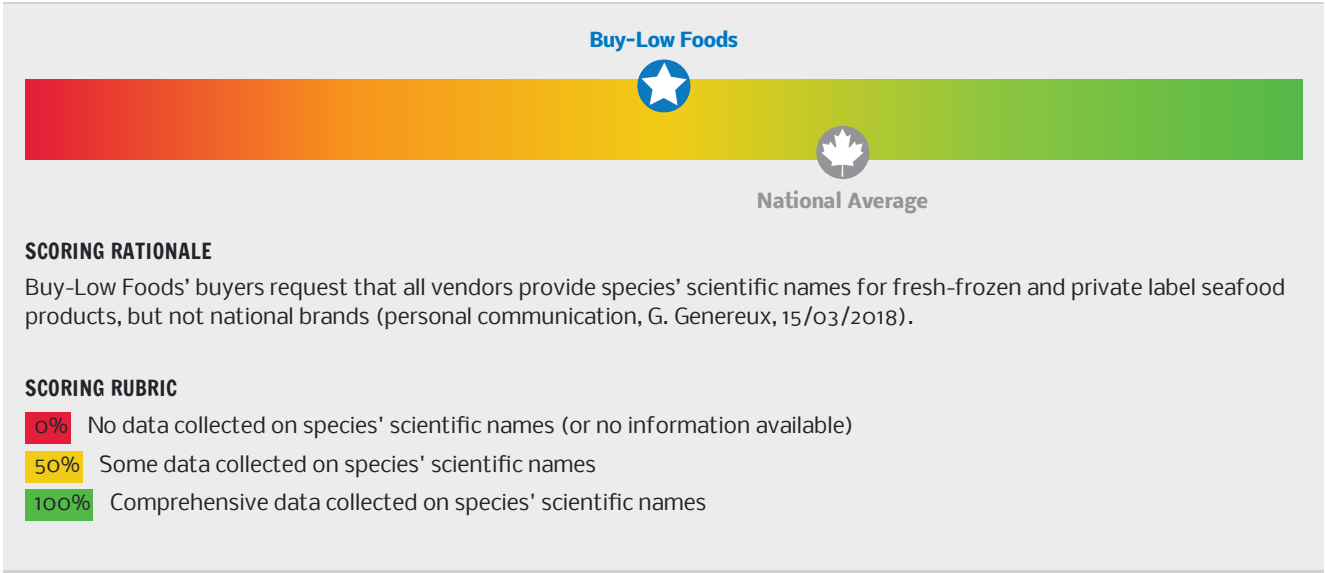


What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

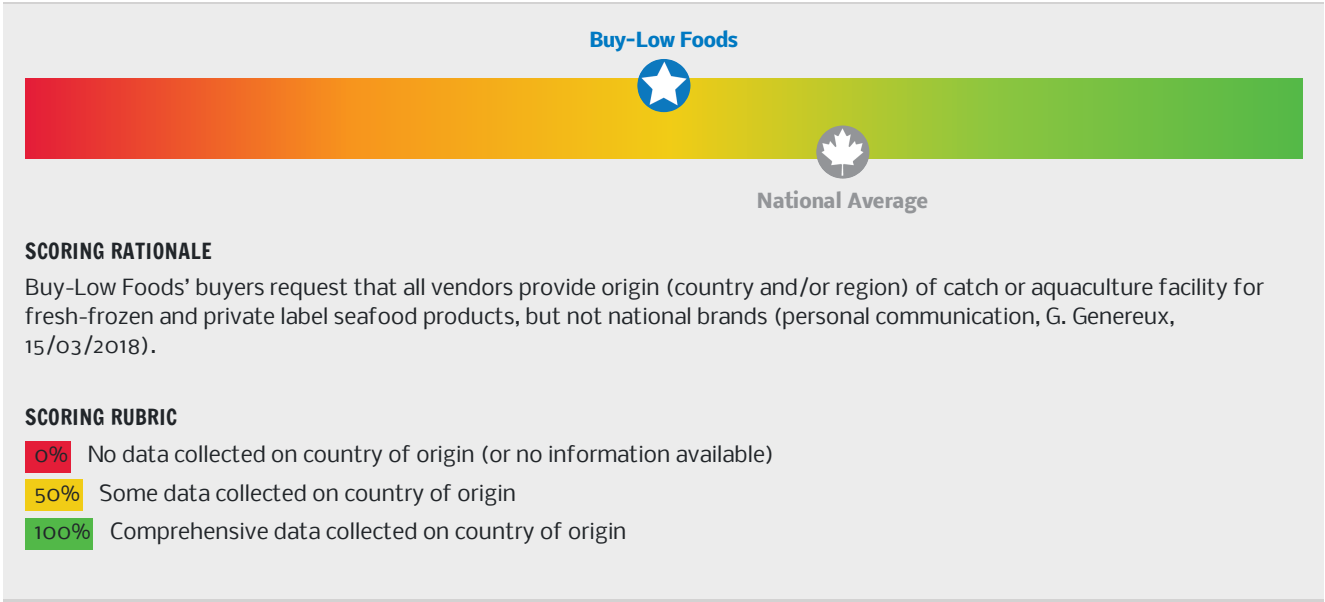
The step score is based on the average of Step 2 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

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



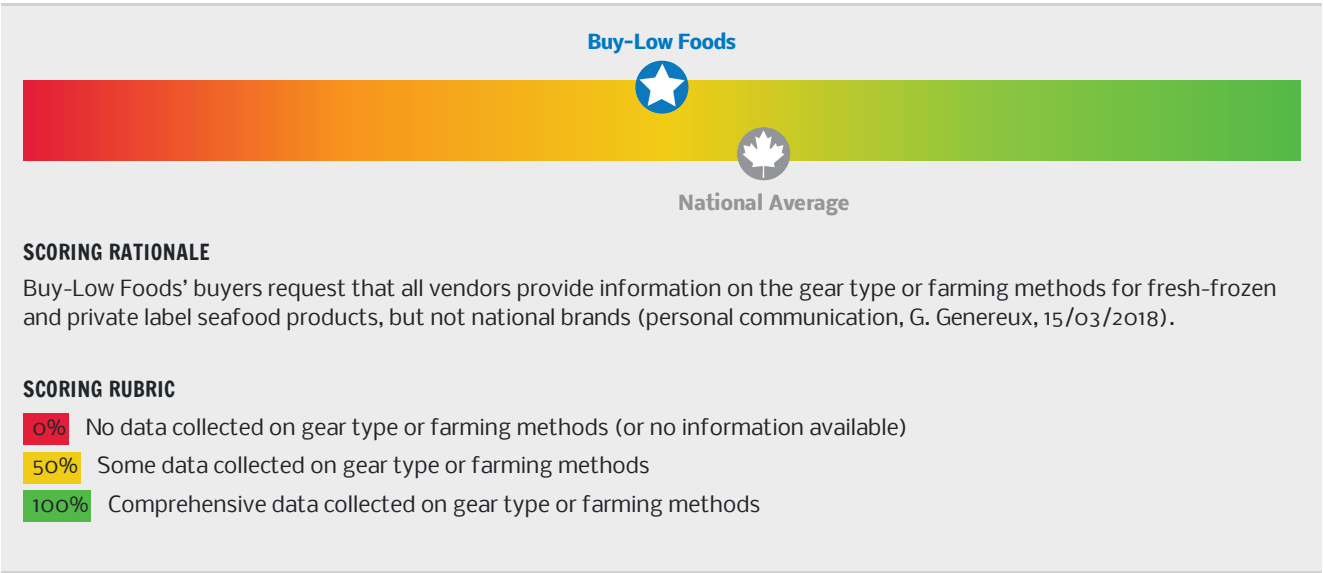
2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



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

STEP ELEMENTS

3.1 Retailer uses an established seafood certification or ranking standard 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.



3.3 Retailer works with suppliers to address potential human rights and labour abuses, and support sustainable livelihoods for producers



STEP 4: IS THE RETAILER TRANSPARENT ABOUT THEIR COMMITMENT?

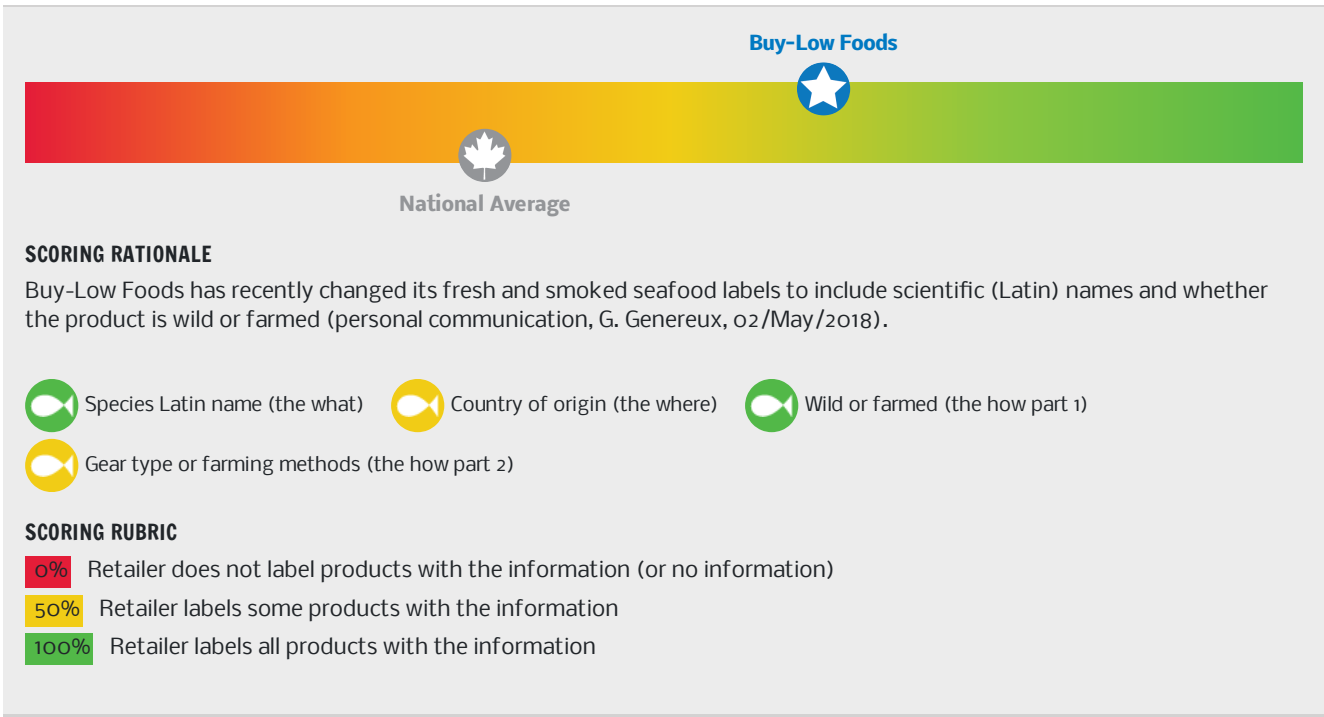


Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

The step score is based on the average of Step 4 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

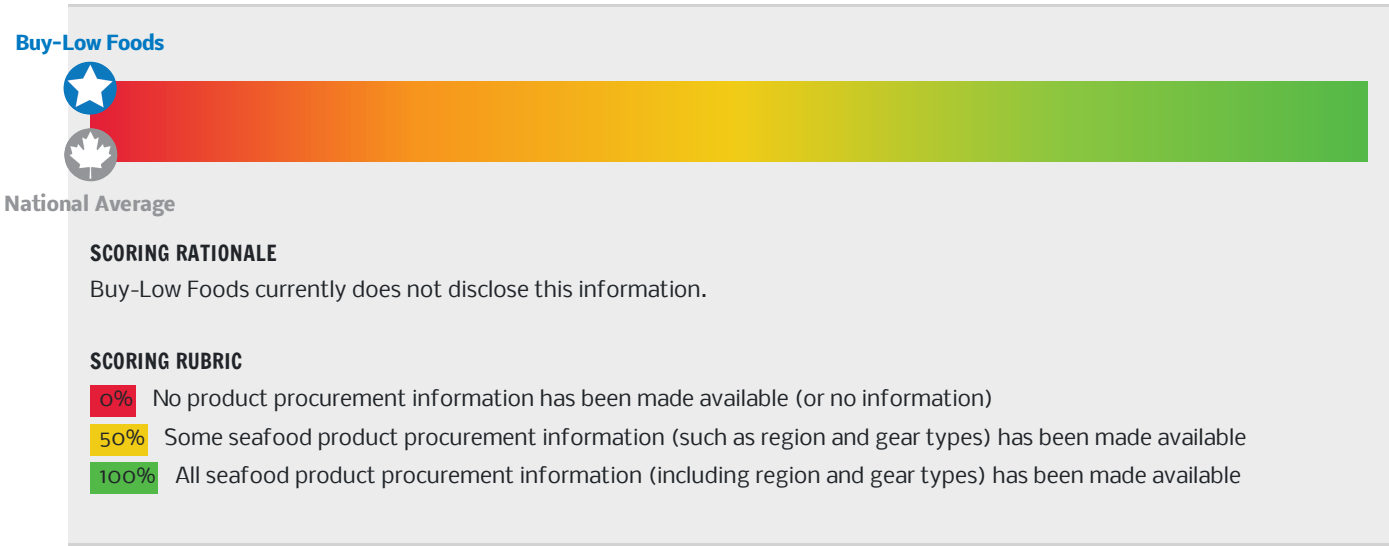
4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species name), where (country or region of origin), and how (wild/farmed and harvest method)



4.2 Retailer labels products with an eco-label (as applicable) allowing consumers to make informed decisions OR all products fit under a standard and are communicated as such



4.3 Product procurement information such as region and gear type data has been made available (e.g. through the Ocean Disclosure Project)



4.4 Retailer publicly reports how much of their seafood meets their 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 (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

5.1 Training programs are conducted for seafood staff

Buy-Low Foods

National Average

SCORING RATIONALE

Buy-Low Foods is committed to creating materials and training programs to ensure its employees have a thorough understanding of seafood sustainability, the Ocean Wise Seafood Program, and certification standards (such as MSC and ASC) so they can offer their customers advice on sustainable seafood options.

SCORING RUBRIC

0%

 Training programs not conducted for seafood staff (or no information)

50%

 Training programs are sometimes conducted, or are available only for some seafood staff

75%

 Training programs are conducted for all seafood staff, but infrequently (less than every two years)

100%

 Training programs are 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

Buy-Low Foods

National Average

SCORING RATIONALE

Buy-Low Foods' stores educate consumers about its commitment to being an Ocean Wise partner and includes information on Ocean Wise.

SCORING RUBRIC

0%

 There is no description of the sustainable seafood program in store (or no information)

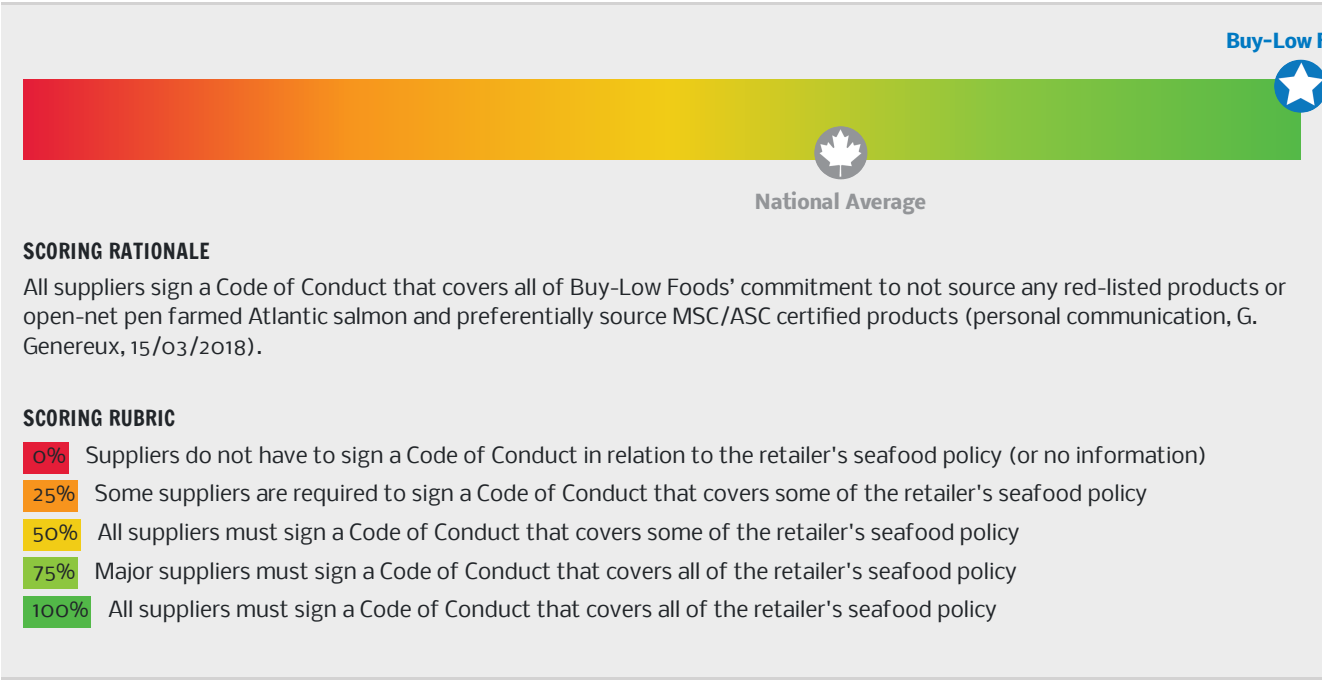
50%

 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 Suppliers are required to sign a Code of Conduct to uphold the retailer's sustainable seafood policy



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



Does the retailer sell 'Priority Seafood' products (products that have high volume of sales in Canadian retail stores and are generally not recommended by the Ocean Wise Seafood Program) or SeaChoice Priority Species (species that enter the supply chain via Canadian fisheries and aquaculture operations with significant sustainability challenges). And if so, do they support improvement and how?

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

STEP ELEMENTS

Buy-Low Foods



Buy-Low Foods does not sell any farmed Atlantic salmon.

- | | |
|------|--|
| 0% | Sells the product and does not support improvements by doing any of the actions listed or no information available |
| 20% | Retailer is engaged in one action to support improvement |
| 40% | Retailer is engaged in two actions to support improvement |
| 60% | Retailer is engaged in three actions to support improvement |
| 80% | Retailer is engaged in four actions to support improvement |
| 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?



6.3 Does the retailer support improvements in the production of skipjack tuna?

Buy-Low Foods



National Average

SCORING RATIONALE

Buy-Low Foods is not currently engaged in any of the following 'Support Improvement' actions on skipjack tuna.

- ✗ Doesn't sell product or only sells products that are "Recommended" by Ocean Wise or ranked "Best Choice" (Green) by Seafood Watch (100 pts)
- ✗ Outreach to policymakers to advocate for harvest methods and management to be more environmentally sustainable.
- ✗ Is taking action either pre-competitively or independently to influence suppliers or producers to improve fishing practices
- ✗ Refrains from advertising the product
- ✗ Preferentially sources from fisheries that are either "Recommended" by Ocean Wise or rank as a "Best Choice" (Green) by Seafood Watch
- ✗ Preferentially sources from fisheries that are MSC certified

SCORING RUBRIC

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 20% Retailer is engaged in one action to support improvement
- 40% Retailer is engaged in two actions to support improvement
- 60% Retailer is engaged in three actions to support improvement
- 80% Retailer is engaged in four actions to support improvement
- 100% Retailer is engaged in all support improvement activities or doesn't sell the product

6.4 Does the retailer support improvements in the production of their highest selling SeaChoice Priority Species?

Buy-Low Foods



National Average

SCORING RATIONALE

Buy-Low Foods' highest selling SeaChoice priority species is Pacific rockfish, but it is not currently engaged in any of the following 'Support Improvement' actions (personal communication, G. Genereux and C. Li, 15/03/2018).

- ☒ Outreach to policymakers to advocate for harvest methods and management to be more environmentally sustainable.
- ☒ Is taking action either pre-competitively or independently to influence suppliers or producers to improve fishing practices
- ☒ Refrains from advertising the product
- ☒ Preferentially sources from fisheries that are either "Recommended" by Ocean Wise or rank as a "Best Choice" (Green) by Seafood Watch
- ☒ Preferentially sources from fisheries that are MSC certified

SCORING RUBRIC

0%	Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
20%	Retailer is engaged in one action to support improvement
40%	Retailer is engaged in two actions to support improvement
60%	Retailer is engaged in three actions to support improvement
80%	Retailer is engaged in four actions to support improvement
100%	Retailer is engaged in all support improvement activities

6.5 Does the retailer support improvements in the production of their second highest selling SeaChoice Priority Species?

