

SEAFOOD PROGRESS: FEDERATED CO-OPERATIVES LIMITED



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, Saskatchewan and Manitoba

NUMBER OF STORES

270

GROSS REVENUE

\$9.8 billion (2017)

WEBSITE

<http://www.coopfoods.com>

RETAILER SNAPSHOT

Federated Co-operatives Limited's (FCL) sustainable seafood commitment is that all of its fresh and frozen fish, seafood (national brand and 'own brand'), and canned tuna be at least a 'Good Alternative' (Yellow ranked) as assessed by Seafood Watch (or equivalent), or be in a credible improvement project. FCL's seafood suppliers must sign a Code of Conduct, which includes terms that they will not knowingly source any products that are associated with human rights violations and that they will provide at least the following information: scientific (Latin) name, whether the product is farmed or wild, the country of origin and fishery location, and whether the fishery or farm has an eco-certification.

FCL is committed to improving the traceability of its products and to carrying out periodic spot checks on its products using tools like genetic testing. In 2012, FCL reported that 45% of its fish and seafood was ranked 'Avoid' (Red) by Seafood Watch and by the end of 2016 this was reduced to 17%.

FCL is supporting improvements in the production of farmed salmon by preferentially sourcing more sustainable options like closed-containment, land-based coho salmon and farmed steelhead. SeaChoice recommends that FCL takes action to support improvement in the production/harvest of other SeaChoice Priority Species that it sources and publishes a description of its seafood commitment in its stores.

In the process of developing this profile, SeaChoice corresponded with Ed Dzik, Meat/Seafood Category and Operations Manager, and his team at Federated Co-operatives Limited.

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

Federated Co-operatives Limited



National Average

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

Federated Co-operatives Limited

National Average

SCORING RATIONALE

Federated Co-operatives Limited (FCL) is committed to sourcing all fresh and frozen fish and seafood and canned tuna 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.

SCORING RUBRIC

- 0% No publicly available commitment or policy
- 25% General statement of commitment to sustainable seafood without clear objectives or timelines
- 50% Clear objective for sustainable procurement but no reference to standards and no timeline
- 75% Clear objective for sustainable procurement that references a standard with clear objectives but no timeline
- 100% Clear objective for sustainable procurement that references a standard with clear objectives and a timeline (or a timeline is not needed because objectives are already being met)

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

Federated Co-operatives Limited

National Average

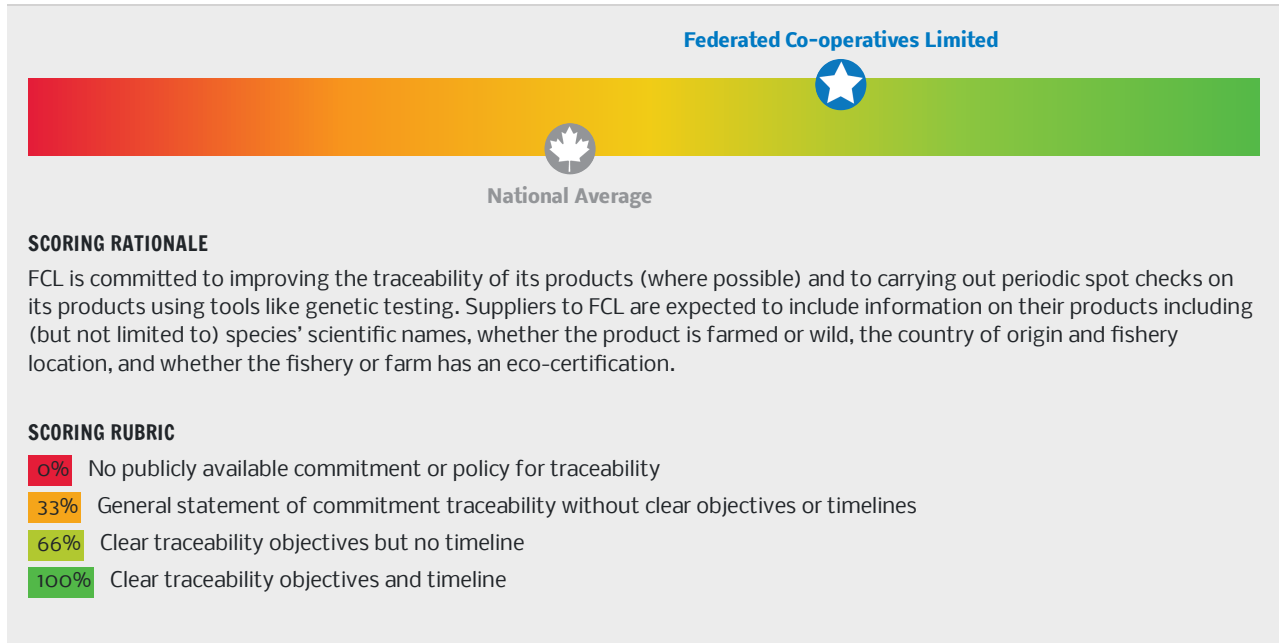
SCORING RATIONALE

FCL’s seafood commitment recognises 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”.

SCORING RUBRIC

- 0% No publicly available commitment or policy
- 25% General statement or stance on social responsibility
- 50% Stance on social responsibility with reference to a credible international standard (e.g. the International Labour Organization, the UN’s Universal Declaration on Human Rights, etc.)
- 75% Social responsibility commitment that references a credible standard with clear objectives OR actions or expectations made upon seafood suppliers
- 100% Social responsibility commitment that references a credible standard with clear objectives AND actions or expectations made upon seafood suppliers

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?

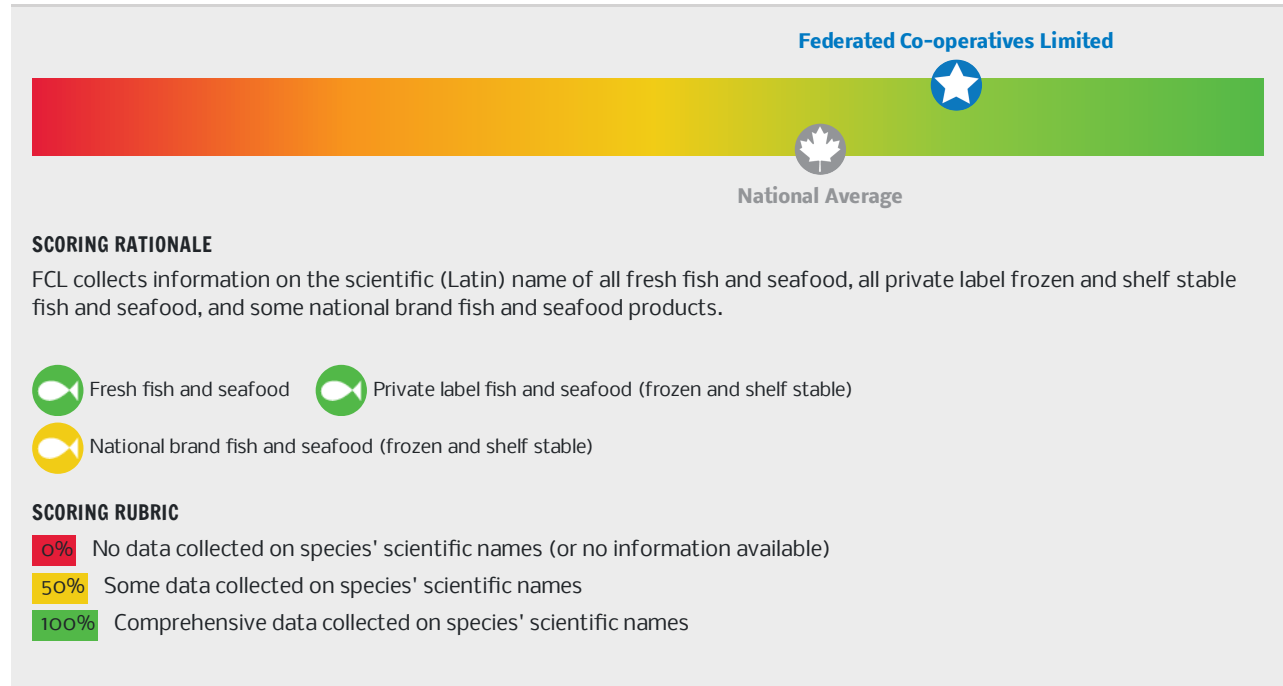


What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

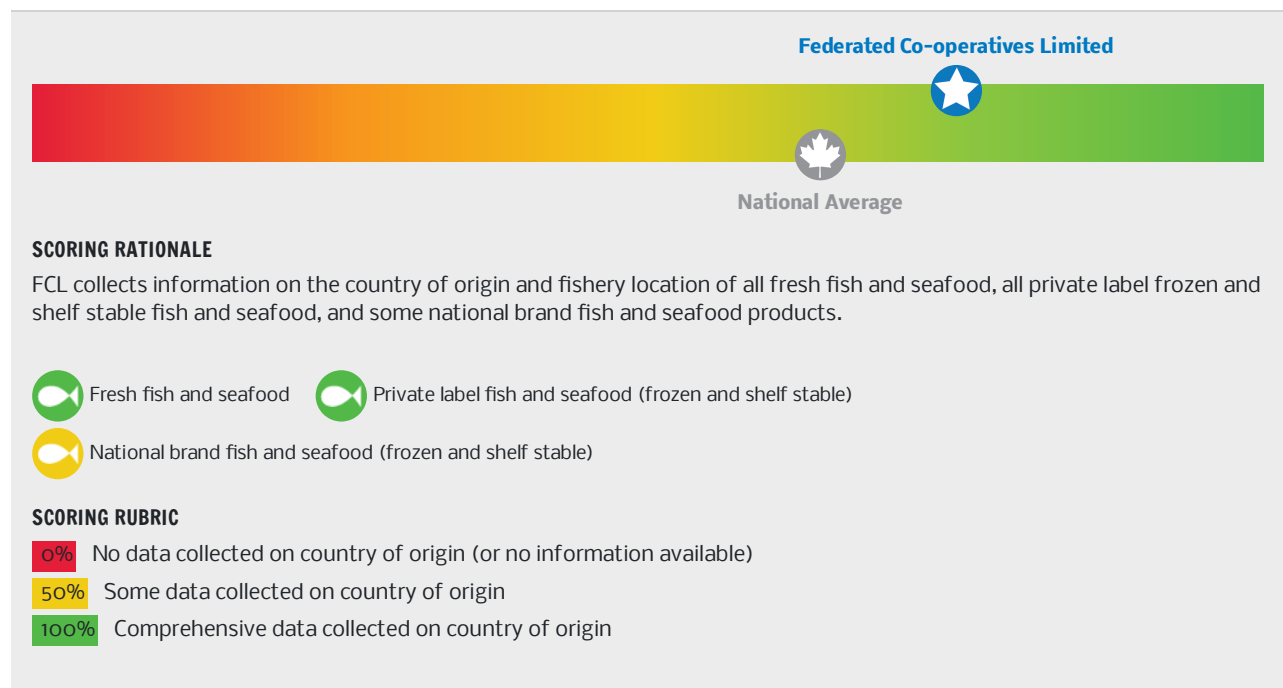
The step score is based on the average of Step 2 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

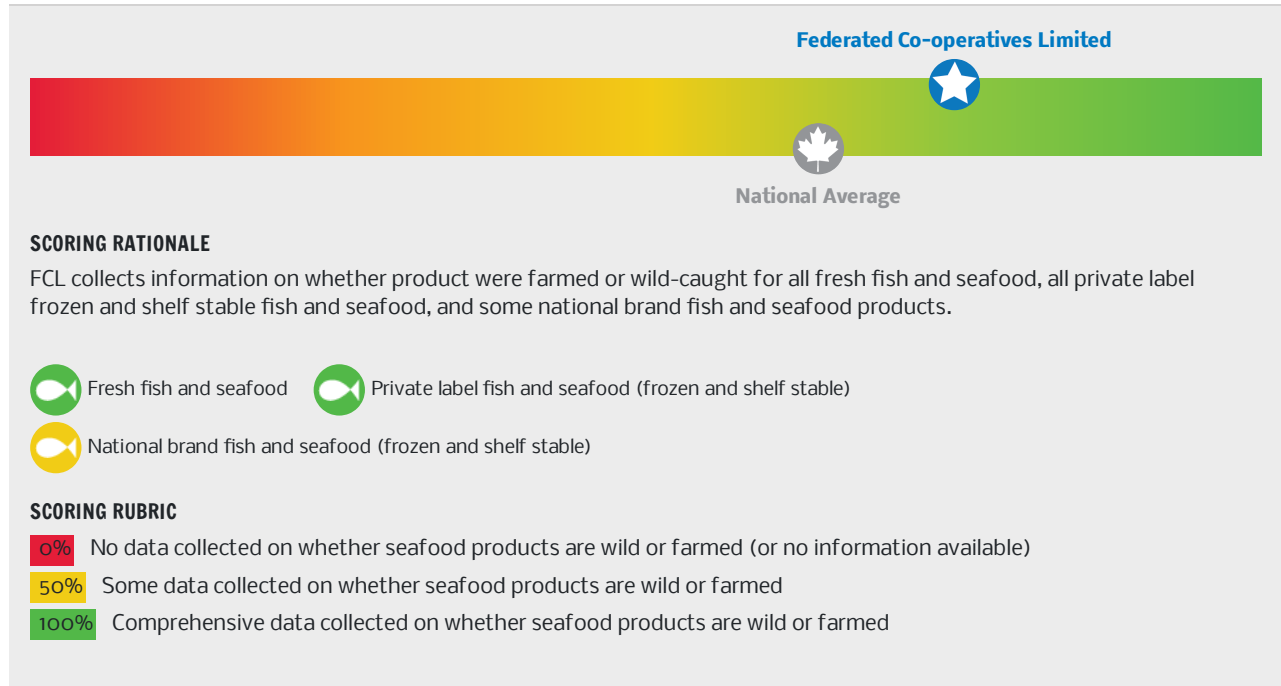
2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



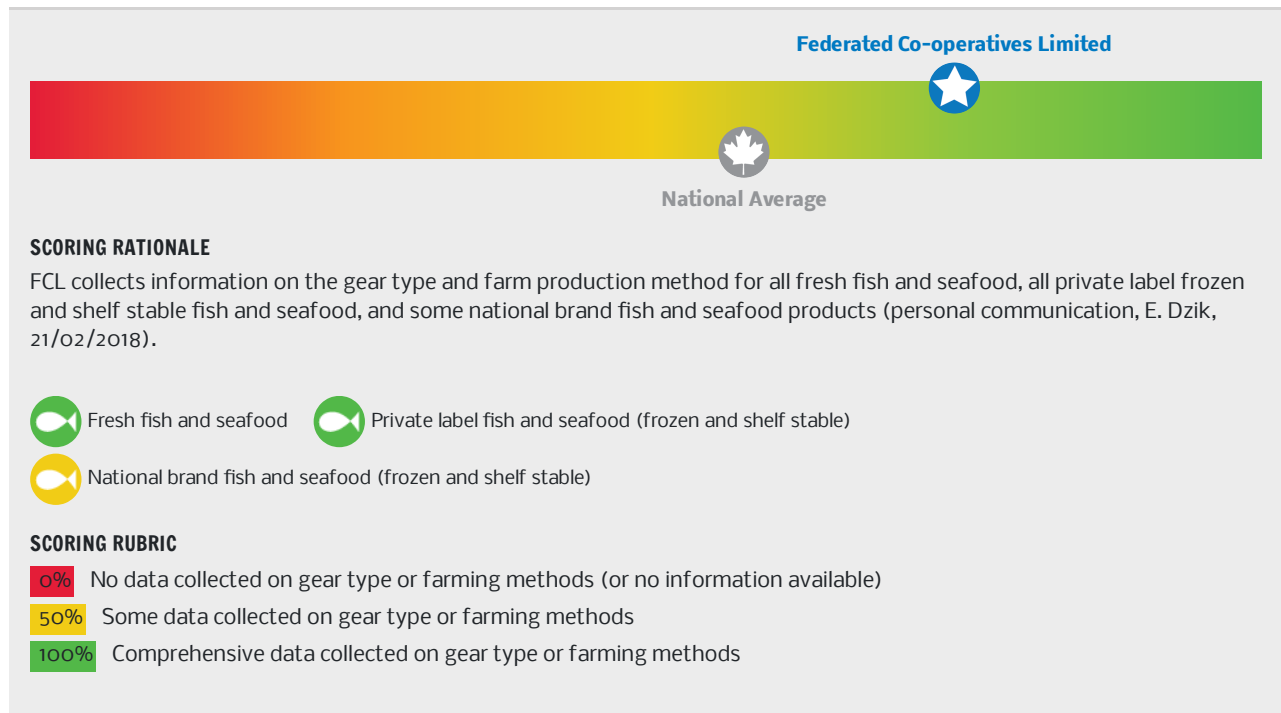
2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



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.

Federated Co-operatives Limited

National Average

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.

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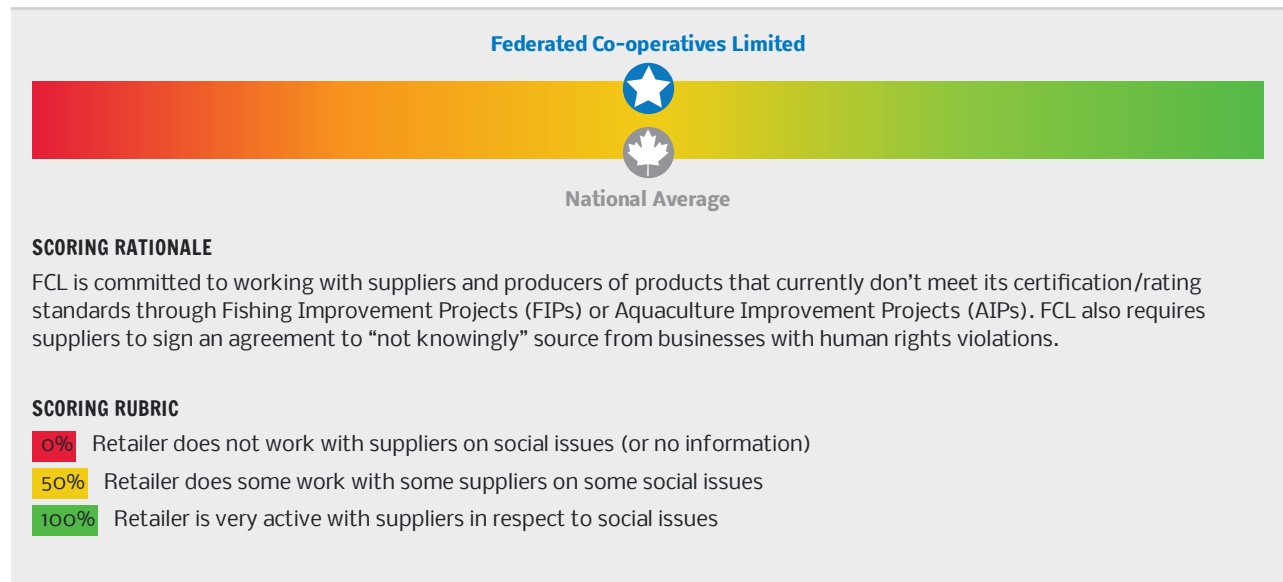
National Average

SCORING RATIONALE
 FCL’s recently updated [Seafood Policy](#) reports that in 2016, 83% of its fish and seafood listings were assessed as “Best Choice” or “Good Alternative” by Seafood Watch and that this has continued to increase. This assessment was confirmed to be by volume (personal communication, E. Dzik, 09/01/2018).

SCORING RUBRIC

- 0% Retailer did not demonstrate how much of their seafood sold meets their sustainability commitment (or no information available)
- 25% Retailer can demonstrate that 25% or more of their seafood products sold meets their sustainability commitment
- 50% Retailer can demonstrate that 50% or more of their seafood products sold meets their sustainability commitment
- 75% Retailer can demonstrate that 75% or more of their seafood products sold meets their sustainability commitment
- 100% Retailer can demonstrate that 100% of their seafood products sold meets their sustainability commitment

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?

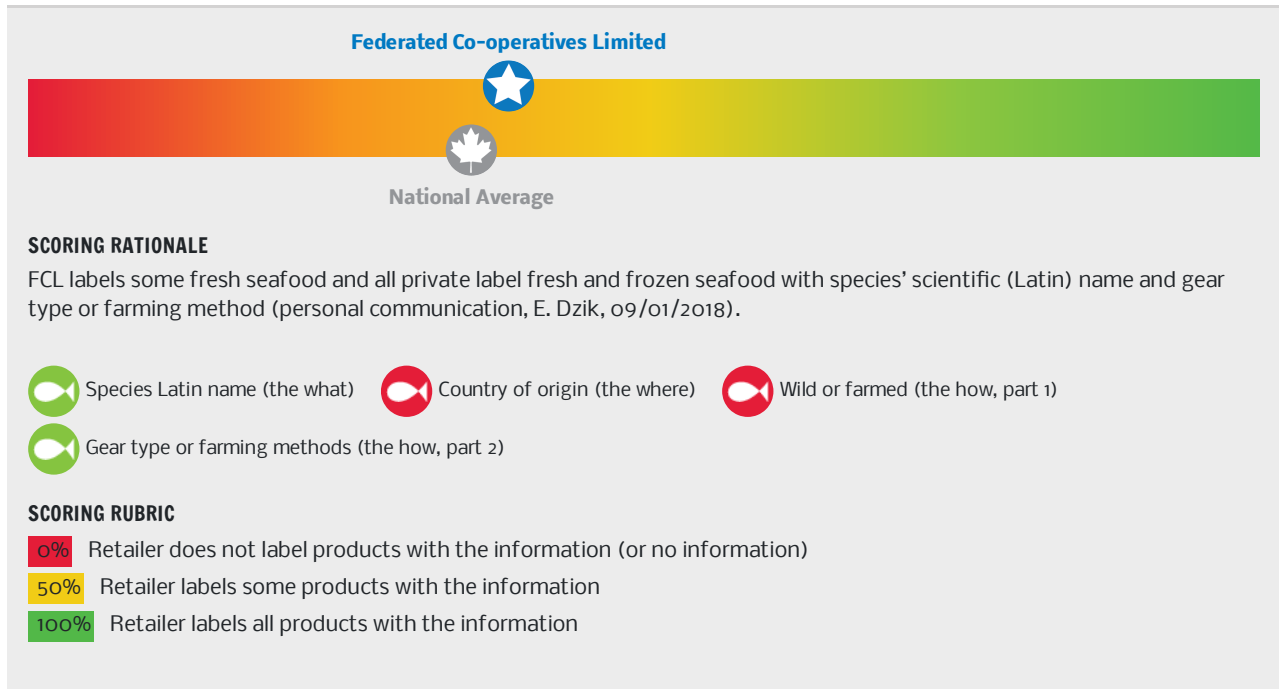


Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

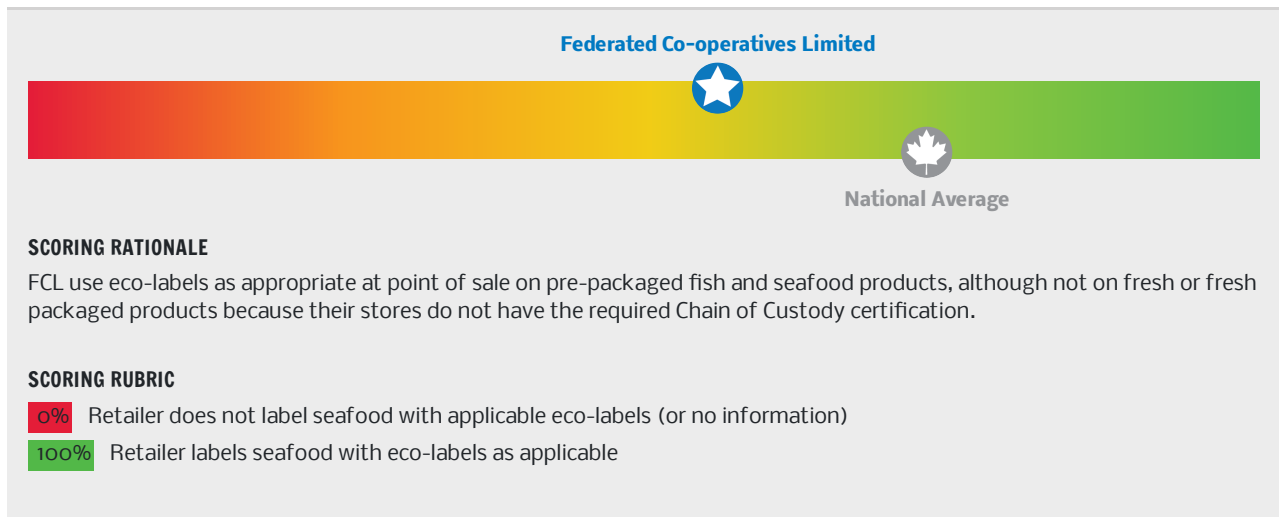
The step score is based on the average of Step 4 key performance indicators (step elements) listed below; click the + signs for more detailed information.

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)

Federated Co-operatives Limited



National Average

SCORING RATIONALE

FCL does not disclose this information.

SCORING RUBRIC

- 0% No product procurement information has been made available (or no information)
- 50% Some seafood product procurement information (such as region and gear types) has been made available
- 100% All seafood product procurement information (including region and gear types) has been made available

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

Federated Co-operatives Limited



National Average

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 that in 2012, 45% of their fish and seafood was Red ranked by Seafood Watch, and in 2016 that was reduced to 17%. In 2016, FCL reported that 83% of products sold were Yellow or Green ranked. This was confirmed by FCL to be assessed by volume (personal communication, E. Dzik, 09/01/2018).

SCORING RUBRIC

- 0% No public information on how the retailer is doing to meet their commitment
- 50% Retailer has at one point in the past reported publicly how much of their seafood sold meets their commitment by volume/value
- 100% Retailer regularly (at least every two years) reports publicly how much of their seafood sold meets their commitment by volume/value

STEP 5: DOES THE RETAILER EDUCATE STAFF, CUSTOMERS AND/OR VENDORS ABOUT THE IMPORTANCE OF THEIR COMMITMENT TO SUSTAINABLE SEAFOOD?

Federated Co-operatives Limited



National Average

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

Federated Co-operatives Limited

National Average

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, but SeaChoice could not clarify whether it will be a one-time training or conducted regularly.

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

Federated Co-operatives Limited

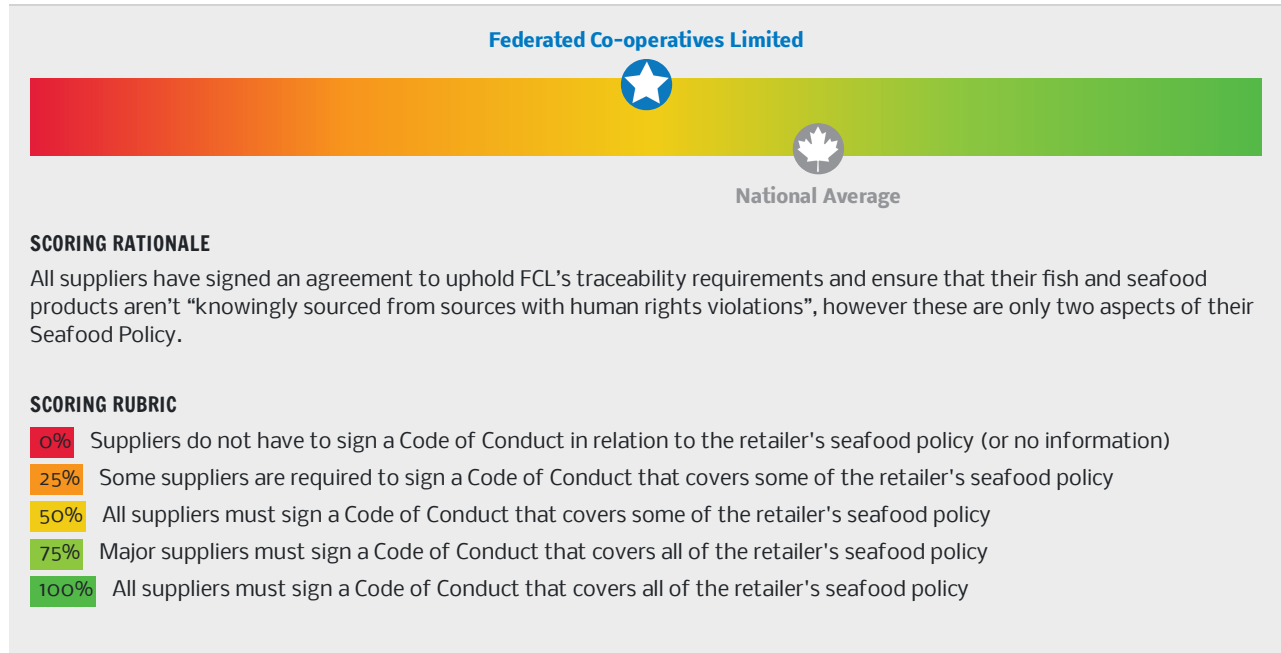
National Average

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 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?

Federated Co-operatives Limited

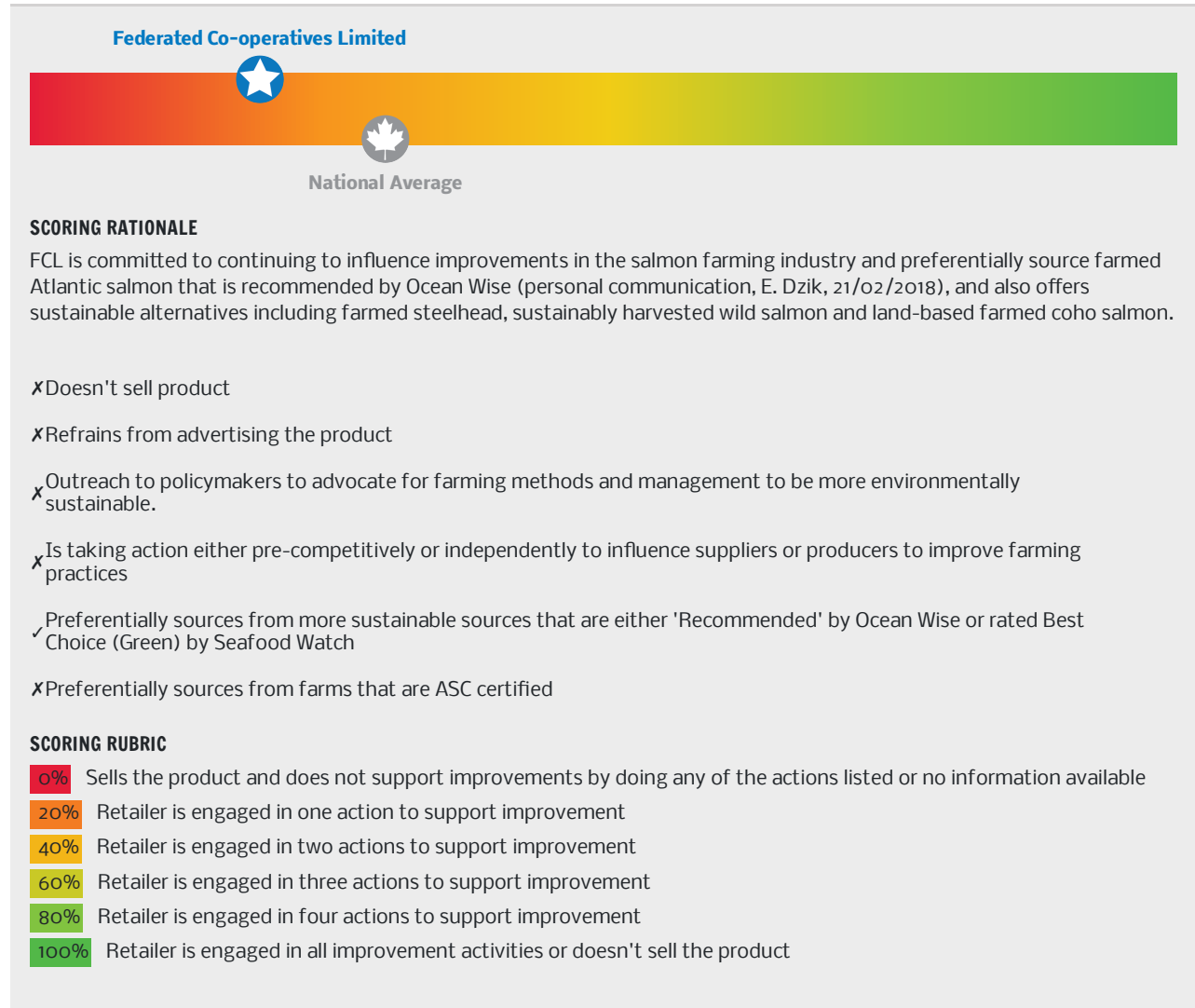


Does the retailer sell 'Priority Seafood' products (products that have high volume of sales in Canadian retail stores and are generally not recommended by the Ocean Wise Seafood Program) or SeaChoice Priority Species (species that enter the supply chain via Canadian fisheries and aquaculture operations 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

6.1 Does the retailer support improvements in the production of farmed Atlantic salmon?



6.2 Does the retailer support improvements in the production of imported farmed shrimps and prawns?

Federated Co-operatives Limited



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, E. Dzik, 21/02/2018).

- 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 farming methods and management to be more environmentally sustainable
- Is taking action either pre-competitively or independently to influence suppliers or producers to improve farming practices
- Refrains from advertising the product
- Preferentially sources from farms that are either "Recommended" by Ocean Wise or rank as a "Best Choice" (Green) by Seafood Watch
- Preferentially sources from farms that are ASC 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

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

Federated Co-operatives Limited



National Average

SCORING RATIONALE

FCL is not taking any Support Improvement actions on skipjack tuna at this time (personal communication, E. Dzik, 21/02/2018).


- 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?

Federated Co-operatives Limited



National Average

SCORING RATIONALE

FCL's highest selling SeaChoice Priority Species is BC rockfish and it preferentially sources Yellowtail rockfish (*Sebastes flavidus*). To ensure it gets Yellowtail and not similar rockfish species, FCL requires its suppliers to establish a separate chain of custody for Yellowtail so it can be confident of the sustainability of the rockfish it sells (personal communication, E. Dzik, 21/02/2018).

- 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
- Refrains from advertising the product
- Preferentially sources from fisheries that are either "Recommended" by Ocean Wise or rank as a "Best Choice" 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?

Federated Co-operatives Limited

National Average

SCORING RATIONALE

FCL's second-highest selling SeaChoice Priority Species are Manitoba lakefish, and it is supporting producers of this product to improve the sustainability of their operations (personal communication, E. Dzik, 21/02/2018).

- 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
- Refrains from advertising the product
- Preferentially sources from fisheries that are either "Recommended" by Ocean Wise or rank as a "Best Choice" 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