

SEAFOOD PROGRESS: FEDERATED CO-OPERATIVES LIMITED



Legacy report of this retailer's Seafood Progress profile as published in August 2020.

Report generated on: September 1st, 2020

REPORTING PERIOD

July 2019 - August 2020

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 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. This year, FCL's procurement of seafood is nearly 100% in compliance with its sustainability commitment, with some low volume products remaining that are unranked and/or uncertified.

In order to ensure their environmental commitment is being upheld, FCL's traceability policy requires seafood suppliers to provide at least the following information: scientific name, whether the product is farmed or wild, the country of origin and fishery/farm location, and whether the fishery or farm has an eco-certification. In terms of social responsibility, FCL's suppliers must sign a Code of Conduct which requires that they will not "knowingly" source any products that are associated with human rights violations.

FCL is committed to improving the traceability of its products and to carrying out periodic spot checks on their 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 that by 2016 this was reduced to 17%. Through Seafood Progress, FCL has continued to report ever-better performance against its commitment.

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, reverses the burden of proof on its suppliers in relation to social responsibility, 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 Lisa Sparrow-Moellenbeck, Food Safety Manager at Federated Co-operatives Limited.

Scope information: see below for information on which types of products are included in the scope of FCL's sustainable fish and seafood policy

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

Federated Co-operatives Limited



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			N/A

 - Retailer has made a commitment to this segment  - Retailer has not made a commitment to this segment

Note: FCL's Policy 'addresses issues related to wild and farmed fresh, frozen and private label canned fish and seafood products'.

It's unclear from this wording whether fresh and frozen national brands are covered, but a representative of FCL clarified for SeaChoice in July 2020 that these segments are covered by the policy.



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

Note that the KPIs changed from 2018 to 2019 to move the assessment of retailers' traceability commitments from a stand-alone KPI to a component of the scoring for the KPIs relating to 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

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



SCORING RATIONALE

Federated Co-operatives Limited (FCL) is committed to sourcing all fresh, frozen and shelf-stable fish and seafood (including 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. The vast majority of FCL's procurement meets these requirements, but a small amount of products are unranked or uncertified. To support its commitment, FCL's traceability policy requires its suppliers to include species' scientific name, whether the product is wild or farmed, the country of origin in terms of fishery/farm location, and whether the fishery or farm holds an eco-certification.

COMMITMENT SCOPE

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

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

● = Retailer has made a commitment to this segment
 ● = Retailer has not made a commitment to this segment

Note: FCL's Policy 'addresses issues related to wild and farmed fresh, frozen and private label canned fish and seafood products'.

It's unclear from this wording whether fresh and frozen national brands are covered, but a representative of FCL clarified for SeaChoice in July 2020 that these segments are covered by the policy.

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

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.

Note: This score was downgraded 2020 due to the advancement of expectations for social responsibility actions, not because FCL's policy or position has changed.

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).

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



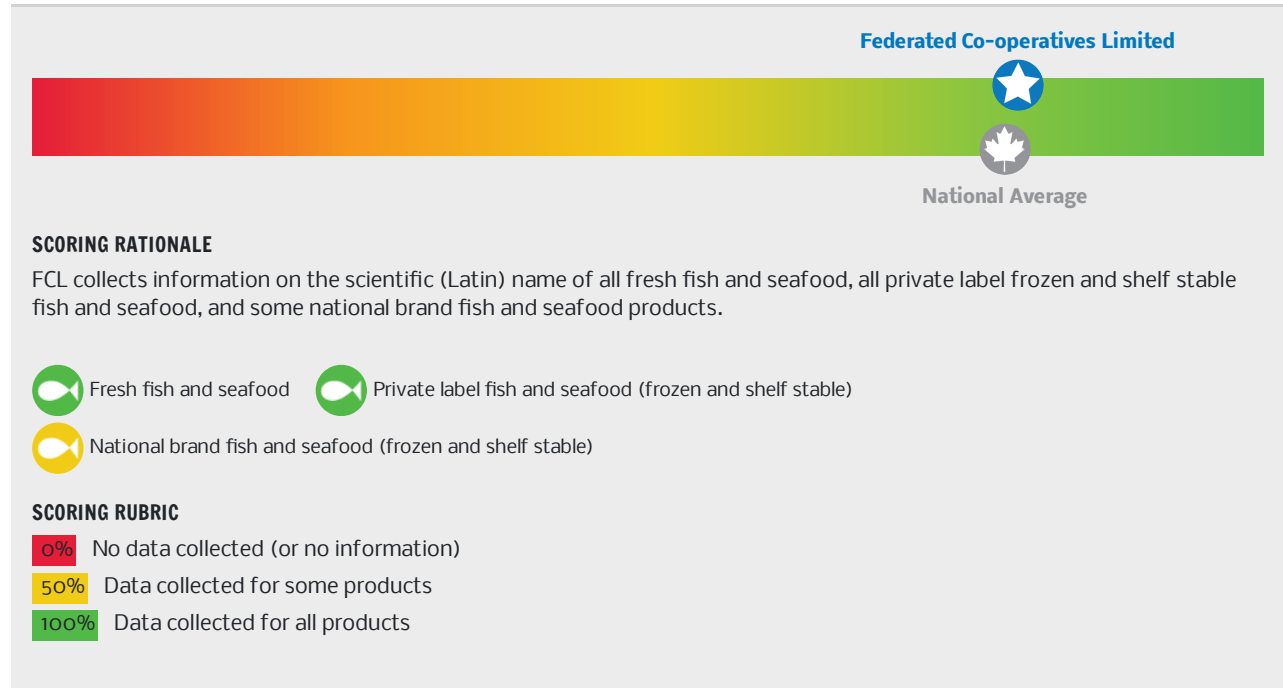
What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

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.

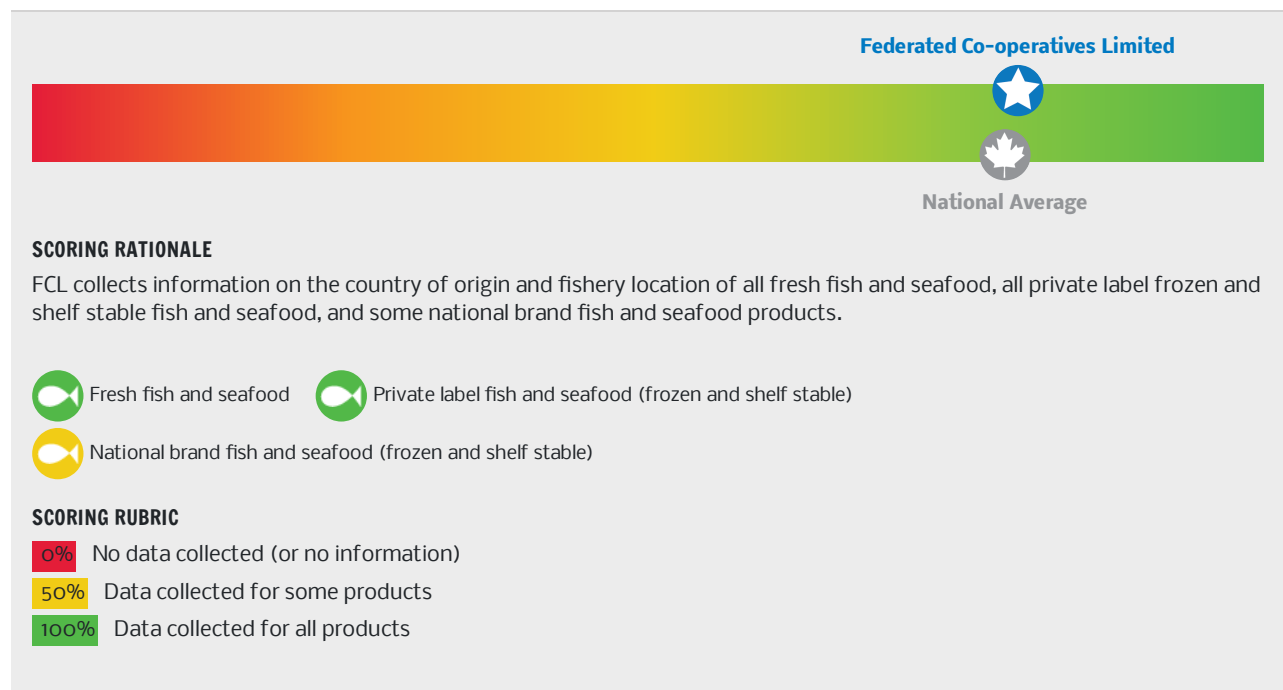
If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

STEP ELEMENTS

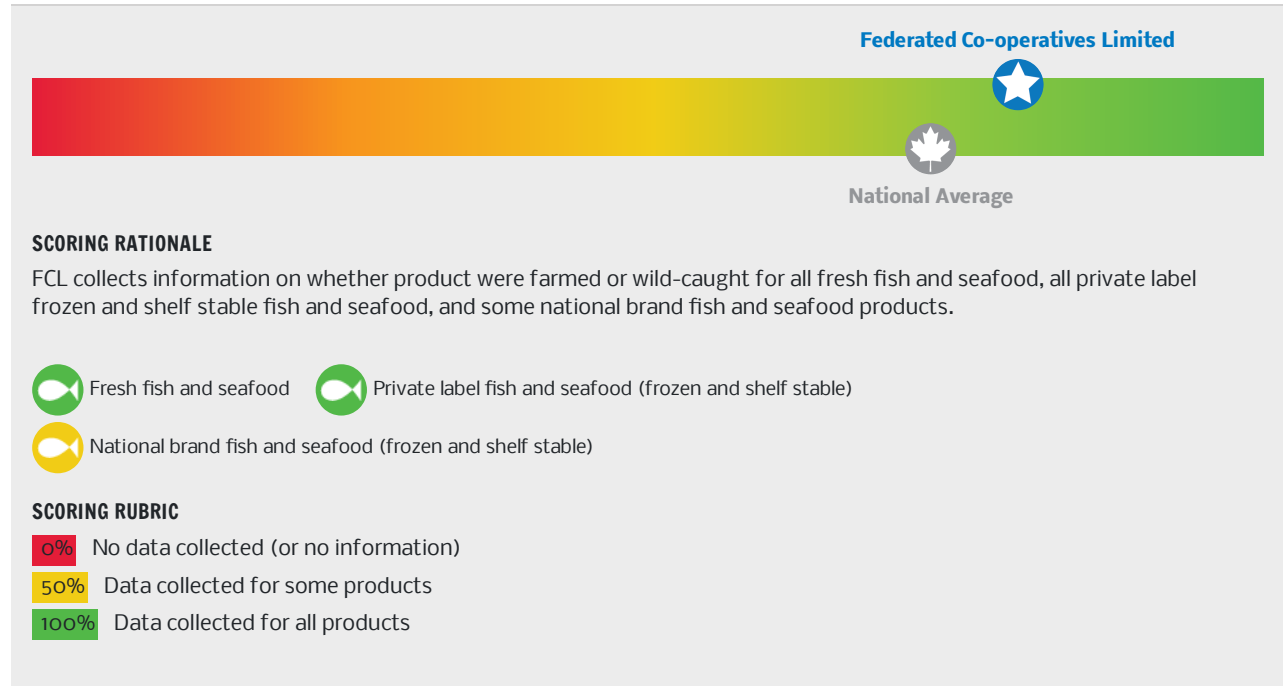
2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



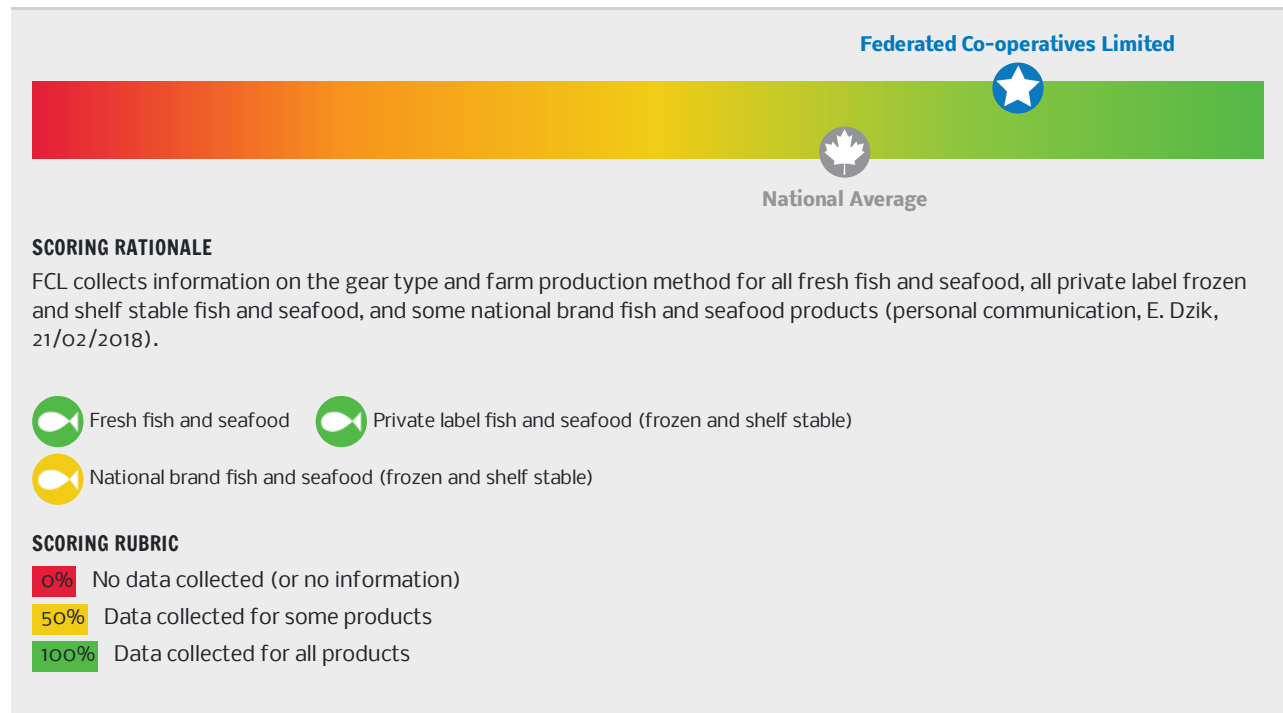
2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



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?

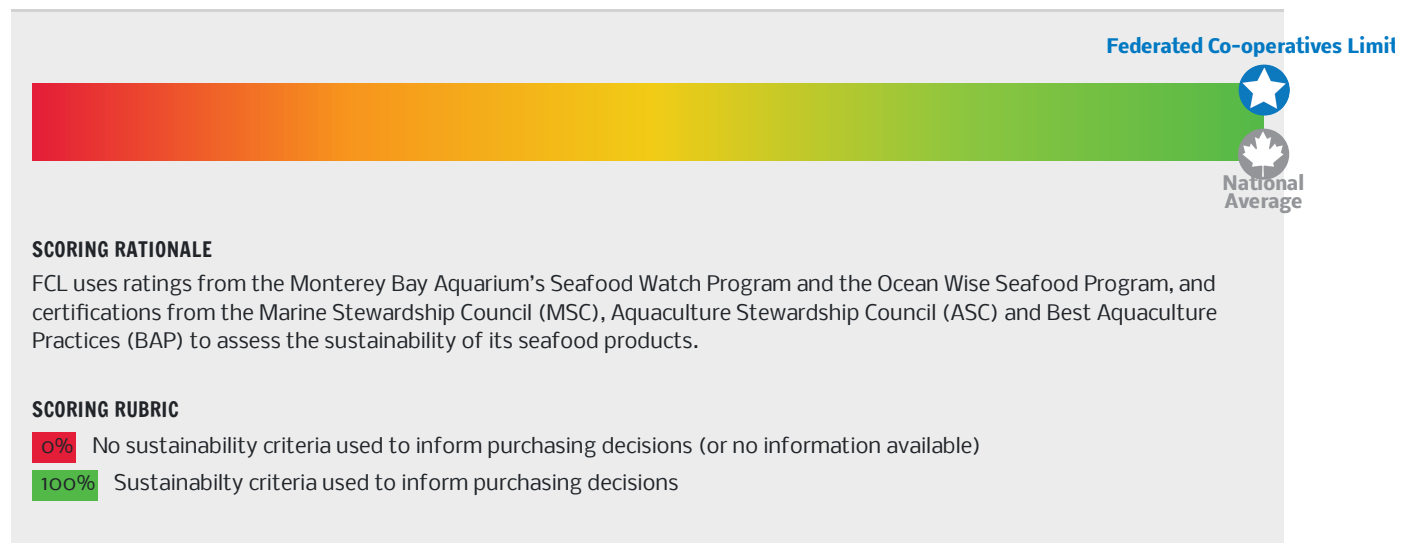
The step score is based on the average of Step 3 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

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.



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

The progress bar for 3.2 is a horizontal bar with a color gradient from red (0%) to green (100%). A grey maple leaf icon representing the 'National Average' is positioned at approximately the 75% mark. A blue star icon representing the 'Federated Co-operatives Limit' is positioned at the 100% mark. The bar is filled up to the 100% mark, indicating full compliance.

SCORING RATIONALE
 FCL's procurement of seafood is nearing 100% compliance with their sustainability commitment, with some low volume products remaining that are unranked or uncertified. FCL is continuing to try to identify more sustainable sources for these products to ensure that they are in line with their commitment (personal communication, L. Sparrow-Moellenbeck, 12/05/2020).

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

The progress bar for 3.3 is a horizontal bar with a color gradient from red (0%) to green (100%). A grey maple leaf icon representing the 'National Average' is positioned at approximately the 75% mark. A blue star icon representing the 'Federated Co-operatives Limited' is positioned at approximately the 90% mark. The bar is filled up to the 90% mark, indicating high compliance.

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.

Federated Co-operatives Limited

National Average

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.

STEP 4: IS THE RETAILER TRANSPARENT ABOUT THEIR COMMITMENT?



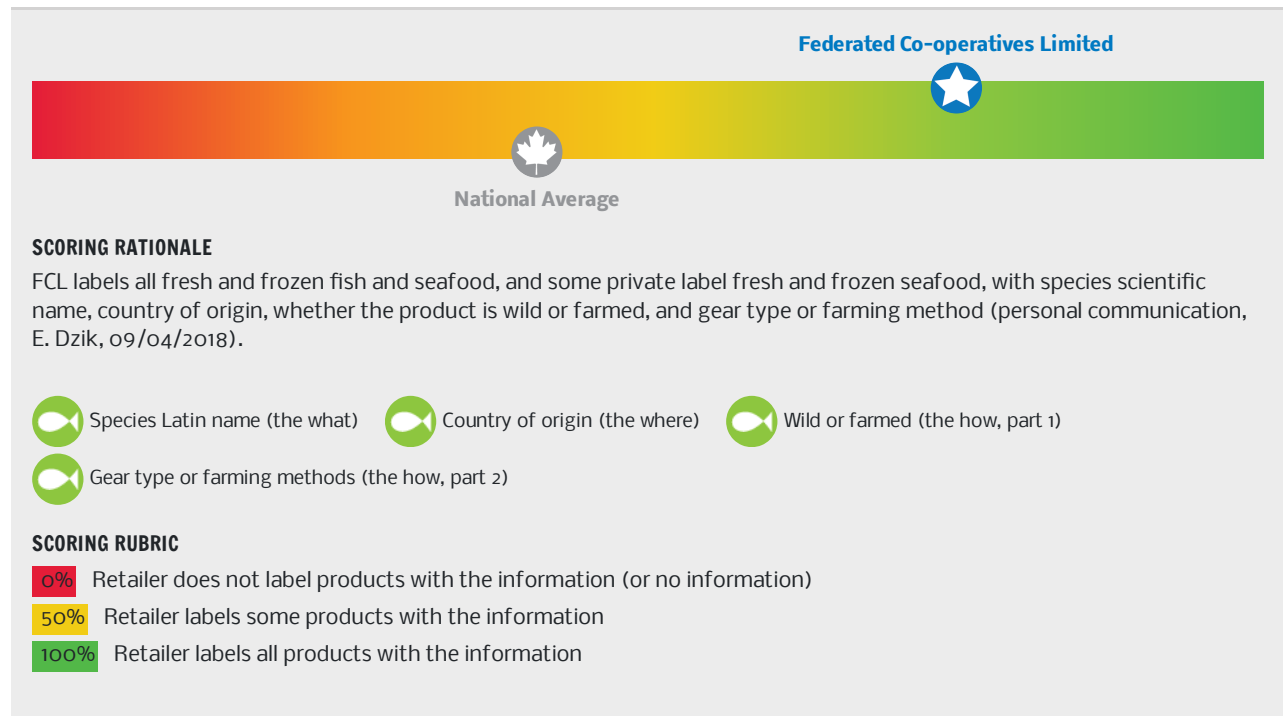
Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

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

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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)



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)

Federated Co-operatives Limited



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).

Federated Co-operatives Limit



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. In 2012, FCL reported that 45% of their fish and seafood was Red ranked by Seafood Watch and by 2016 that was reduced to 17%. In 2016, FCL reported that 83% of products sold were Yellow or Green ranked. FCL's 2016-2017 Sustainability report (published June 2018) says over 90% of its procurement (by volume) was in line with its commitment and FCL reported to SeaChoice in April 2019 that it is nearing 100% compliance (personal communication, E. Dzik, 09/04/2019). This continued in 2020 (personal communication, L. Sparrow-Moellenbeck, 12/05/2020).

SCORING RUBRIC

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

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 (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.

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. Staff have access to the policy and general seafood information but the training program is currently paused (personal communication, L. Sparrow-Moellenbeck, 12/05/2020).

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

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

Federated Co-operatives Limited

National Average

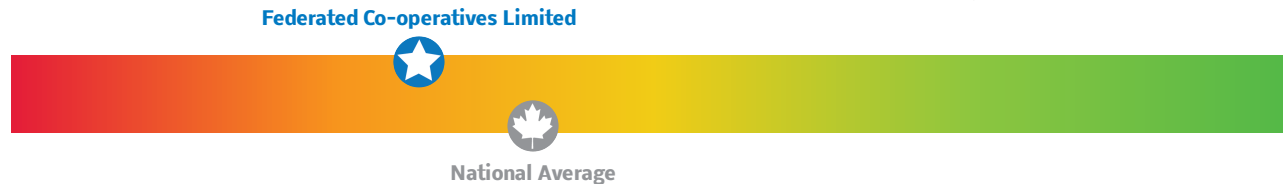
SCORING RATIONALE

FCL shares its sustainable seafood commitment with suppliers and requires that they 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.

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)?

Federated Co-operatives Limited



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, E. Dzik, 21/02/2018), and also offers sustainable alternatives including farmed steelhead, sustainably harvested wild salmon and land-based farmed coho salmon.

- X 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)
- X Outreach to policymakers to advocate for salmon farming management to be more environmentally sustainable and/or socially responsible
- X Collaborating with other companies pre-competitively to improve salmon aquaculture practices
- X Works with suppliers or producers directly to improve salmon farming practices
- X Refrains from advertising versions of this product that are Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- ✓ Preferentially procures farmed salmon from sources that are either Recommended by Ocean Wise or ranked Best Choice by Seafood Watch
- X Preferentially sources from farms that are ASC certified
- X 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
- 14% Retailer is engaged in one action to support improvement
- 26% Retailer is engaged in two actions to support improvement
- 43% Retailer is engaged in three actions to support improvement
- 57% Retailer is engaged in four actions to support improvement
- 71% Retailer is engaged in five improvement activities or doesn't sell the product
- 85% Retailer is engaged in six 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 Limit 



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 (personal communication, E. Dzik, 21/02/2018).

- ✓ 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 Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- ✗ Preferentially procures shrimp and prawns from sources that are either Recommended by Ocean Wise or Best Choice by Seafood Watch
- ✗ Preferentially sources from farms that are ASC or BAP certified
- ✗ 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
- 14% Retailer is engaged in one action to support improvement
- 26% Retailer is engaged in two actions to support improvement
- 43% Retailer is engaged in three actions to support improvement
- 57% Retailer is engaged in four actions to support improvement
- 71% Retailer is engaged in five actions to support improvement
- 85% Retailer is engaged in six 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, L. Sparrow-Moellenbeck, 12/05/2020).

- 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 Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- X Preferentially sources from more sustainable sources that are either Recommended by Ocean Wise or Best Choice by Seafood Watch
- X Preferentially sources from fisheries that are MSC certified
- 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
- 14% Retailer is engaged in one action to support improvement
- 26% Retailer is engaged in two actions to support improvement
- 43% Retailer is engaged in three actions to support improvement
- 57% Retailer is engaged in four actions to support improvement
- 71% Retailer is engaged in five actions to support improvement
- 85% Retailer is engaged in six 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



SCORING RATIONALE

FCL was a signatory to a letter to the government of Manitoba in support of improved management of Manitoba lakes fisheries.

- X 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)
- X Outreach to policymakers to advocate for harvest or farming method and management to be more environmentally sustainable and/or socially responsible
- X Collaborating with other companies pre-competitively to improve fishing or aquaculture practices
- X Works with suppliers or producers directly to improve fishing or farming practices
- X Refrains from advertising versions of this product that are Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- X Preferentially sources from more sustainable sources that are either Recommended by Ocean Wise or Best Choice by Seafood Watch
- X Preferentially sources from fisheries/farms that are MSC/ASC certified
- 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
- 14% Retailer is engaged in one action to support improvement
- 26% Retailer is engaged in two actions to support improvement
- 43% Retailer is engaged in three actions to support improvement
- 57% Retailer is engaged in four actions to support improvement
- 71% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in four actions to support improvement
- 100% Retailer is engaged in all support improvement activities