

## SEAFOOD PROGRESS: LOBLAW



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

Across Canada

### NUMBER OF STORES

Almost 2,500

### GROSS REVENUE

\$45.4 billion (2015)

### WEBSITE

<http://www.loblaw.ca>

## RETAILER SNAPSHOT

The Loblaw sustainable seafood commitment states that, by 2013, the company will procure all seafood sold in its stores from sustainable sources, (Loblaw defines this as fisheries certified by the Marine Stewardship Council (MSC), farms certified by the Aquaculture Stewardship Council (ASC) or products certified by an equivalent standard), "acceptable sources with conditions, or sources making meaningful progress toward sustainability". Loblaw states that over 94% of its seafood is currently in line with this commitment.

Loblaw's suppliers must sign a Code of Conduct that sets out mandatory minimum social responsibility standards and adherence to this Code is supported by independent, third party audits on all overseas suppliers. Loblaw is also committed to improving traceability of its seafood products, including through increasing the number of stores and distribution centers that have chain-of-custody certification (necessary for in-store labelling of MSC and ASC products). Loblaw collects data on scientific (Latin) names, country of origin, and harvest method for all seafood products and labels all of its private label products with the country of origin and whether the product is wild or farmed.

SeaChoice recommends that Loblaw continue to improve its labelling by introducing information such as the species (Latin) name and harvest method on its fresh and private label seafood products, and its transparency by disclosing information about its product sourcing through initiatives like the Ocean Disclosure Project.

In the process of developing this profile, SeaChoice corresponded with Jennifer Lambert, Senior Manager of Sustainability at Loblaw Companies Limited.

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

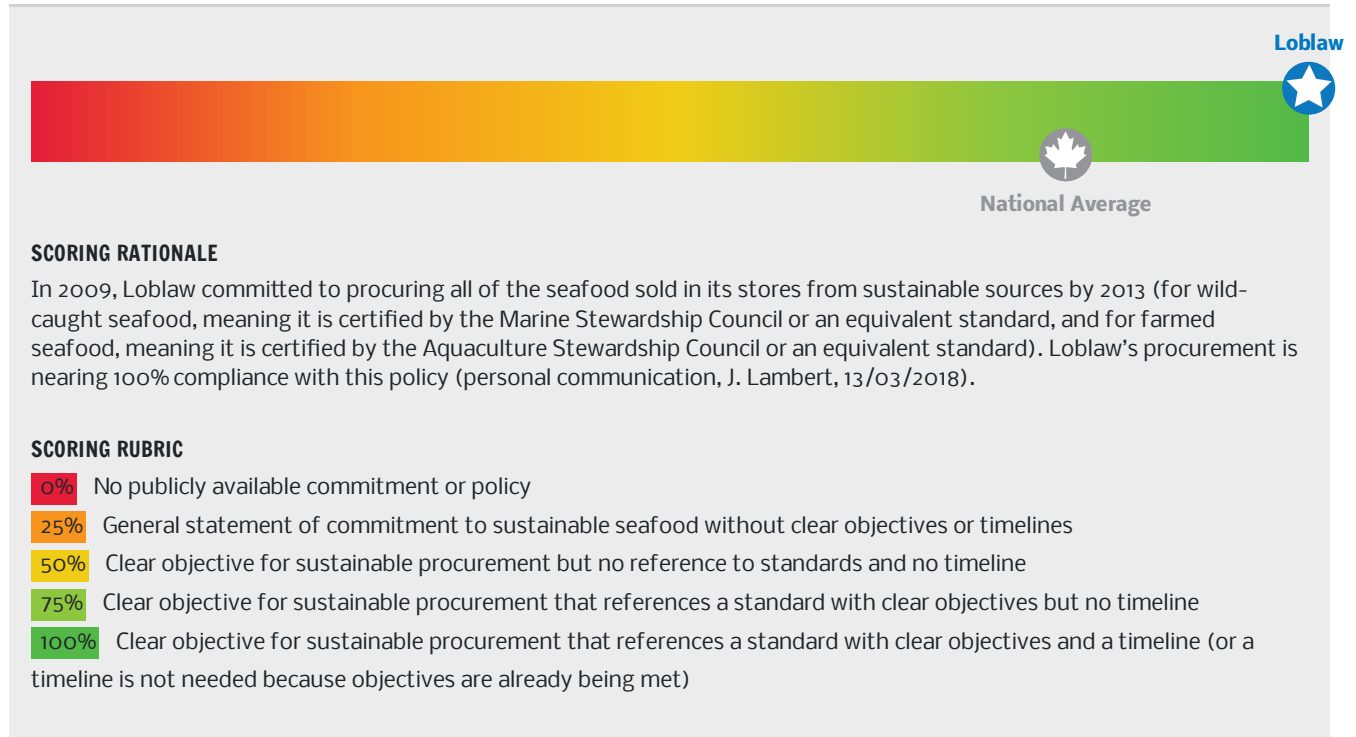


Does the policy include time-bound objectives for addressing environmental issues, social concerns and traceability?

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

**Loblaw**

National Average

**SCORING RATIONALE**

Suppliers to Loblaw must sign a Code of Conduct that sets out minimum standards which suppliers must meet. This includes the requirement that suppliers must at all times comply with local laws and regulations (unless the provisions in the Code of Conduct provide a greater level of protection for workers, in which case these provisions must be met). Suppliers must agree that Loblaw may verify compliance of its suppliers with the Code of conduct, either through supplier self-evaluation or through an audit (either performed by Loblaw or an independent third party). Loblaw's Code of Conduct for suppliers can be accessed [here](#) and its Ethical sourcing page can be found [here](#).

**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.

**Loblaw**

National Average

**SCORING RATIONALE**

Loblaw's commitment to increasing its range of products available that are certified by the Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) entails a commitment to sourcing more traceable seafood. Loblaw is also committed to increasing the number of stores with chain-of-custody certification (which it reports in its [2015 Corporate Social Responsibility report](#) has increased to a total of 305 Loblaw stores and four distribution centers).

**SCORING RUBRIC**

- 0% No publicly available commitment or policy for traceability
- 33% General statement of commitment traceability without clear objectives or timelines
- 66% Clear traceability objectives but no timeline
- 100% Clear traceability objectives and timeline

## 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"

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**SCORING RATIONALE**  
Loblaw collects data on species' scientific names for all seafood products sold (personal communication, J. Lambert, 13/03/2018).

**SCORING RUBRIC**

- 0% No data collected on species' scientific names (or no information available)
- 50% Some data collected on species' scientific names
- 100% Comprehensive data collected on species' scientific names

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

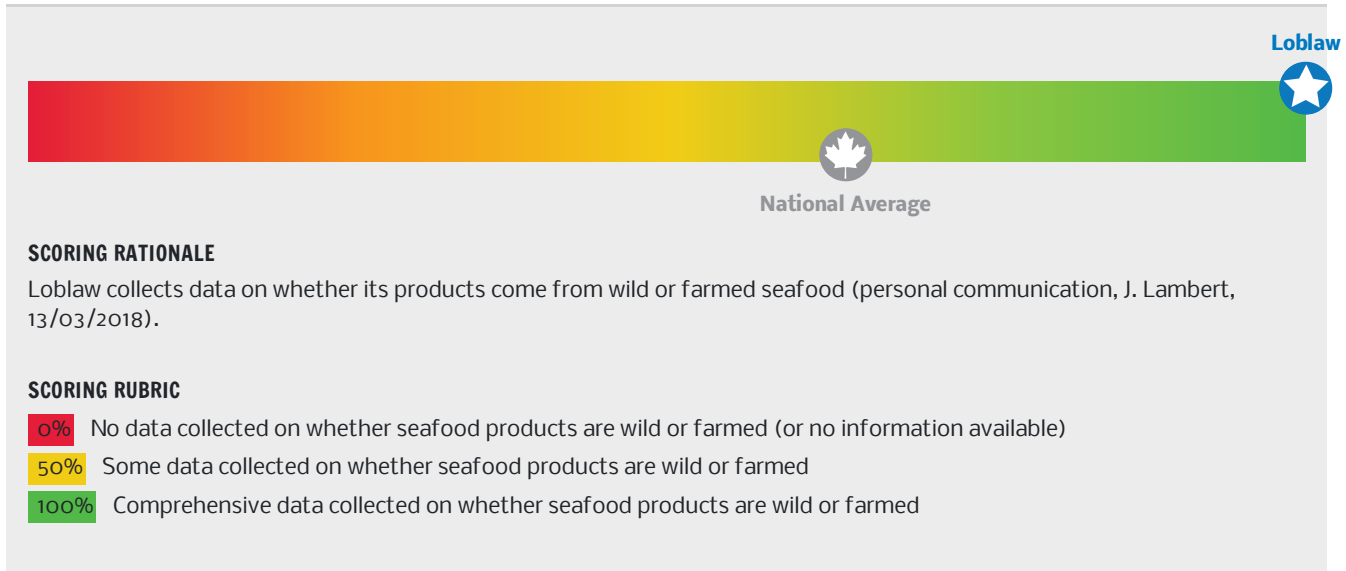
A horizontal progress bar with a color gradient from red to green. A grey circle with a white maple leaf icon is centered on the bar. The text "National Average" is centered below the bar. In the top right corner, the word "Loblaw" is written in blue above a blue star icon. The bar is filled to the 100% mark.

**SCORING RATIONALE**  
Loblaw collects data on country of origin for all seafood products sold (personal communication, J. Lambert, 13/03/2018).

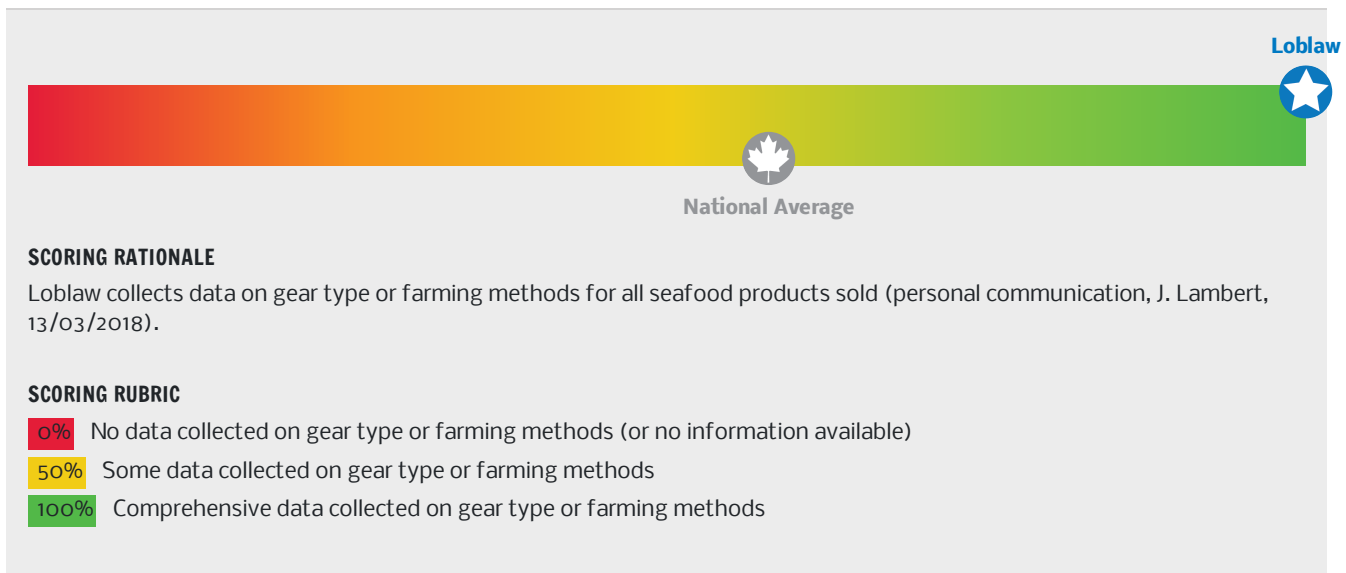
**SCORING RUBRIC**

- 0% No data collected on country of origin (or no information available)
- 50% Some data collected on country of origin
- 100% Comprehensive data collected on country of origin

### 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.**



**Loblaw**  
★


  
National Average


**SCORING RATIONALE**  
Loblaw uses MSC and ASC certifications to inform its purchasing decisions.

**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.**



  
National Average

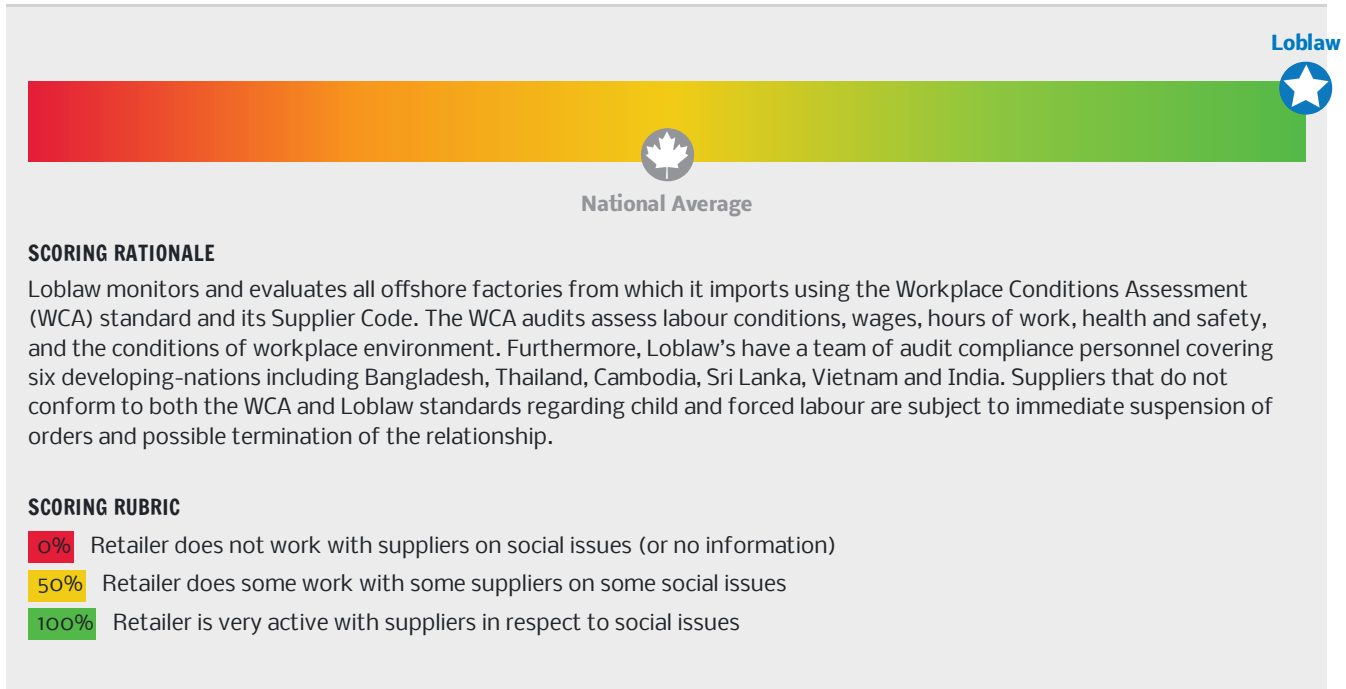
**Loblaw**  
★

**SCORING RATIONALE**  
Loblaw's [Corporate Social Responsibility report](#) for 2015 (page 13) states that Loblaw Companies reached 94% compliance on its commitment (unit sales; does not include sales from Arz, T&T Supermarkets, Real Canadian Wholesale Club, franchised stores or Shoppers Drug Mart/Pharmaprix stores). Loblaw confirmed that progress against its commitment has continued to increase as all new products introduced have been in line with its commitment and it is continuing to collect information on performance against its commitment (personal communication, J. Lambert, 13/03/2018).

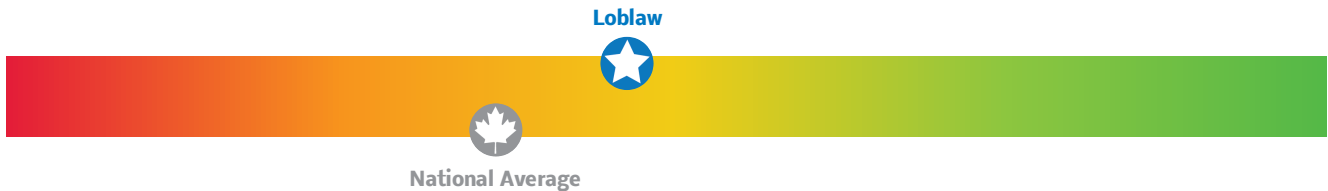
**SCORING RUBRIC**

- 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?

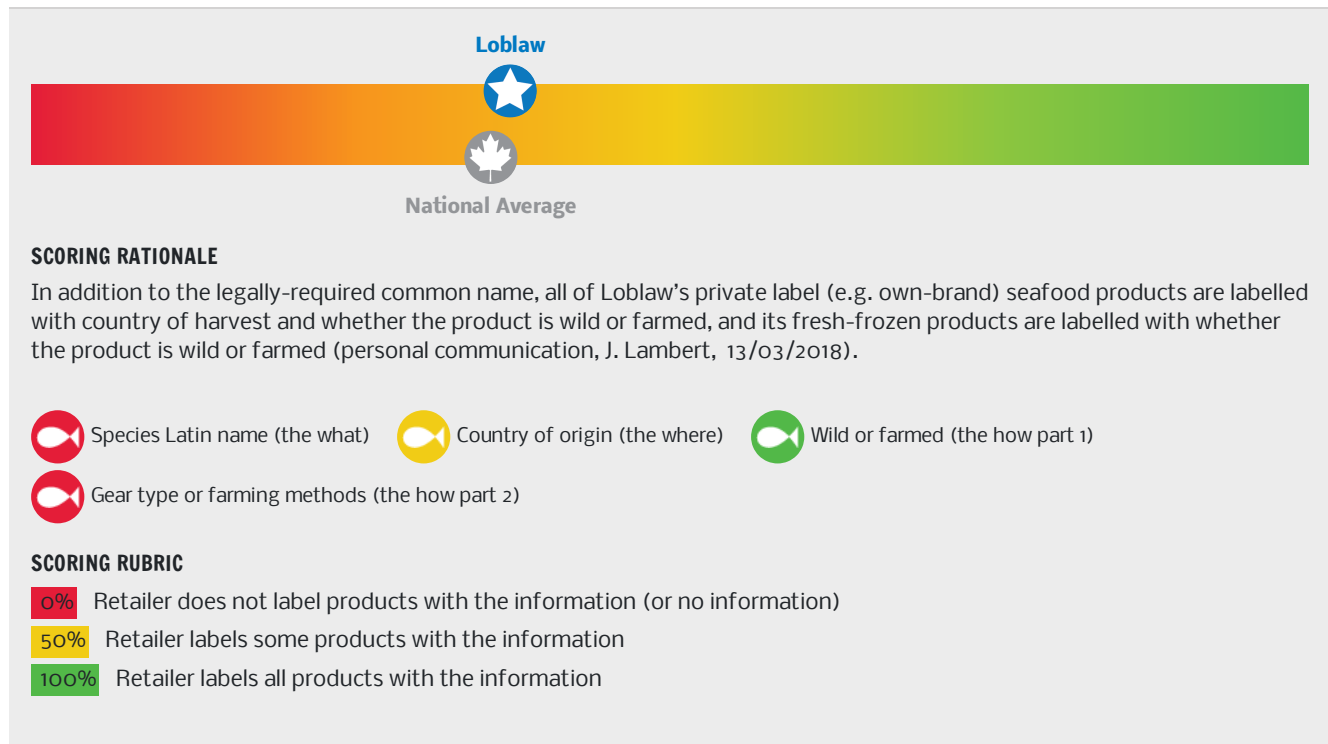


Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

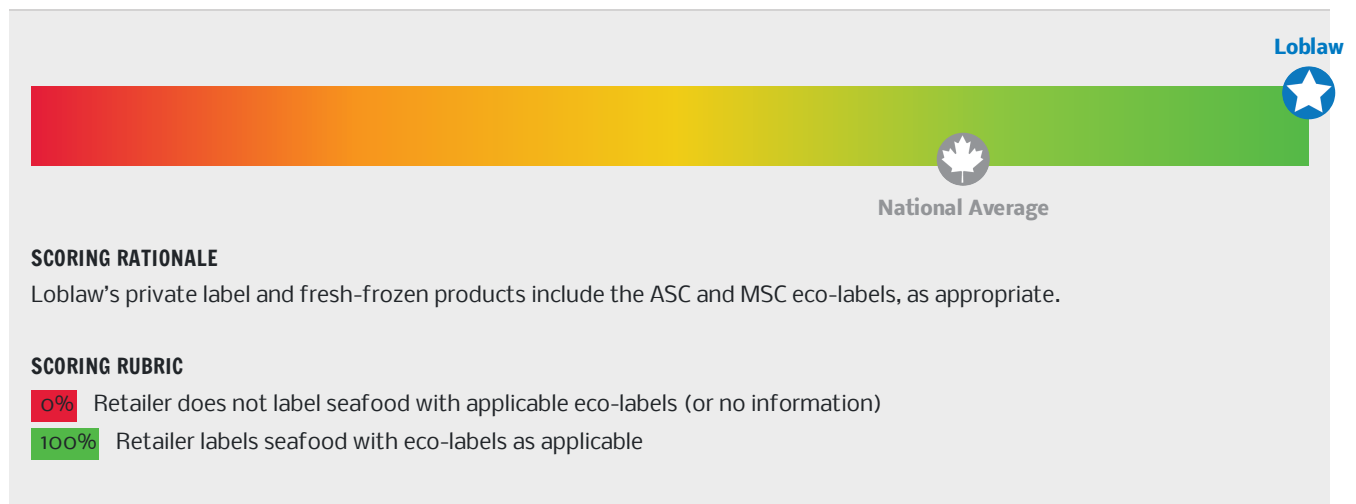
The step score is based on the average of Step 4 key performance indicators (step elements) listed below; click the + signs for more detailed information.

#### 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)**

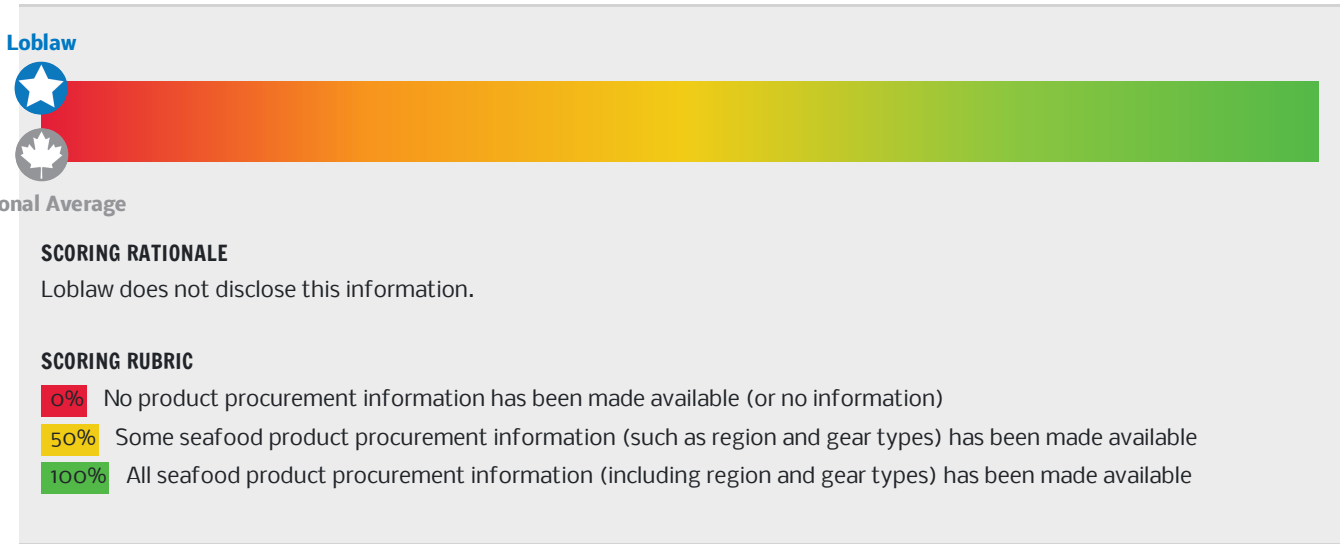


**4.2 Retailer labels products with an eco-label (as applicable) allowing consumers to make informed decisions OR all products fit under a standard and are communicated as such**

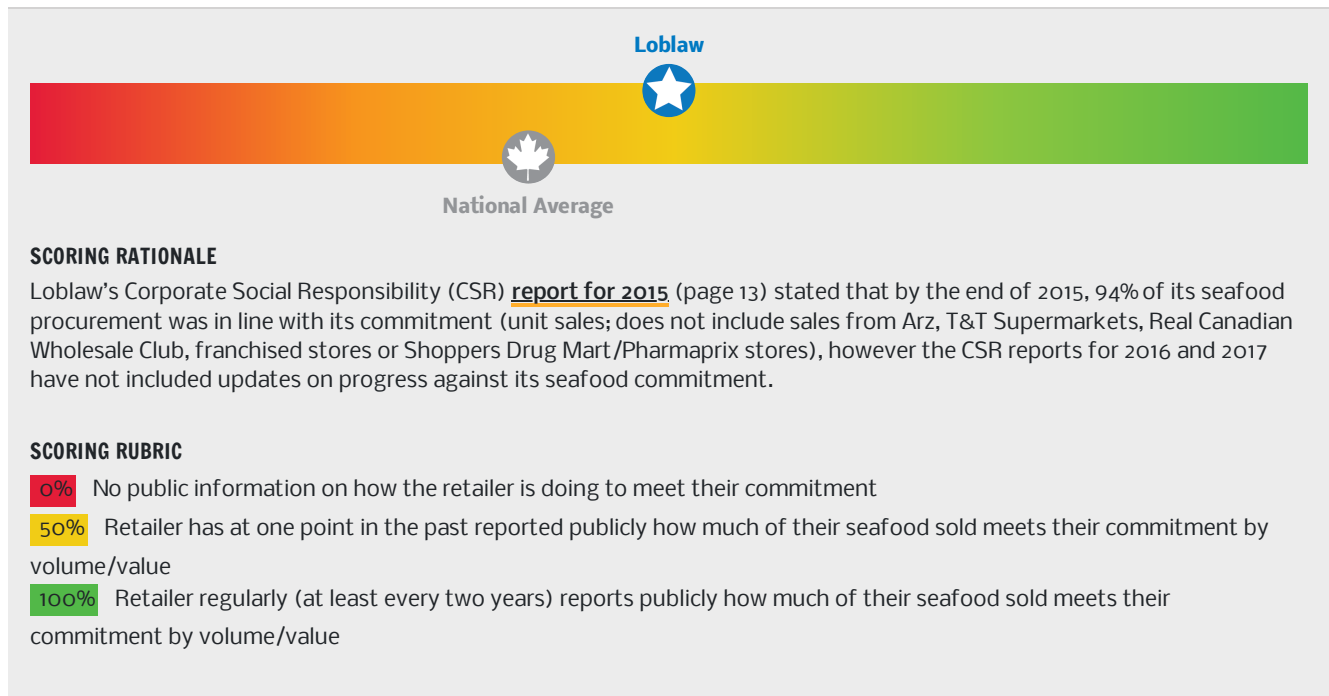




**4.3 Product procurement information such as region and gear type data has been made available (e.g. through the Ocean Disclosure Project)**



**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?**

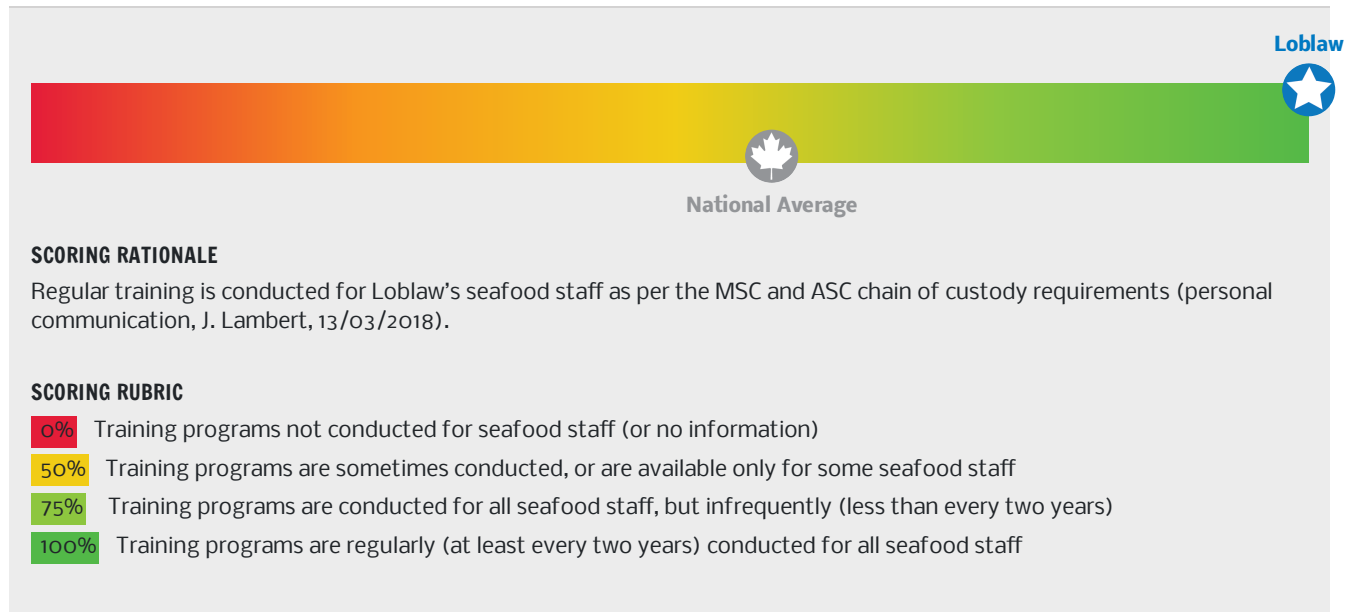


Is the retailer educating their employees, customers, suppliers and other key stakeholders about their sustainable seafood commitment, environmental and social issues in seafood, and the importance of traceability?

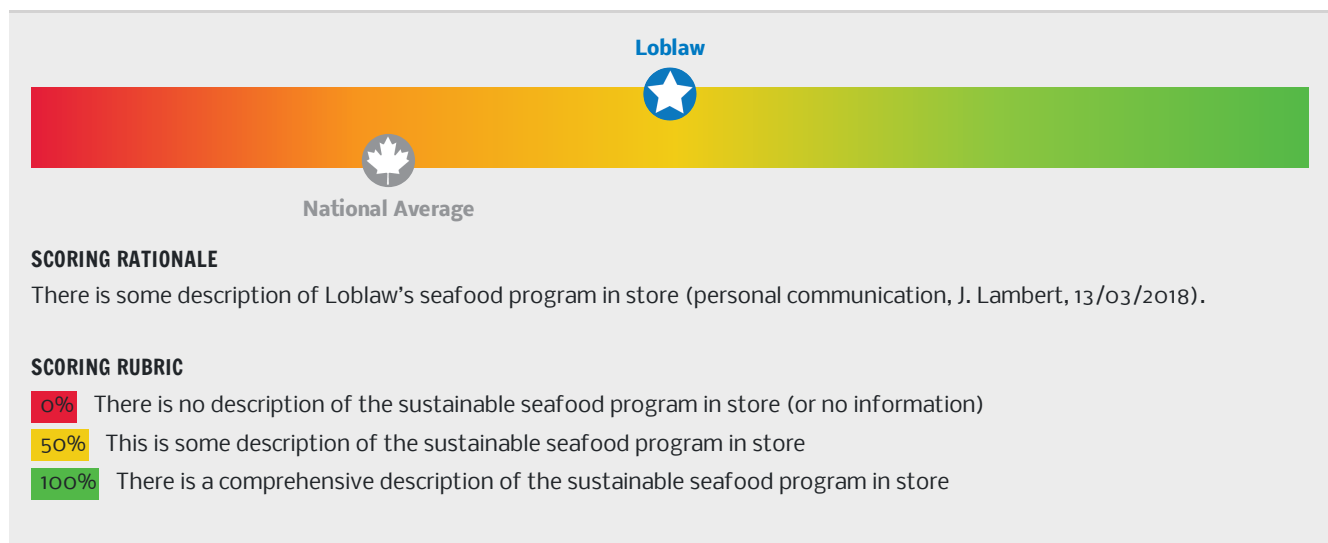
The step score is based on the average of Step 5 key performance indicators (step elements) listed below; click the + signs for more detailed information.

## STEP ELEMENTS

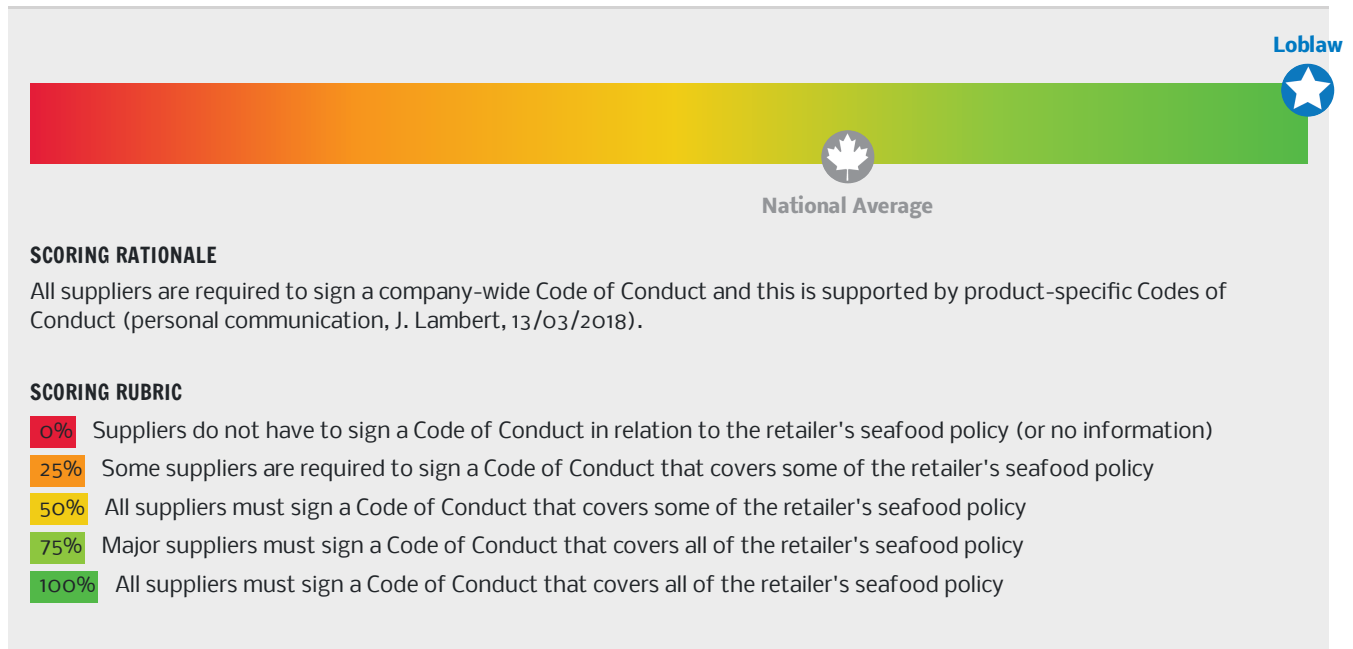
### 5.1 Training programs are conducted for seafood staff



### 5.2 There is a description of the retailer's sustainable seafood program for customers 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

## 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?



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



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



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

