

SEAFOOD PROGRESS: METRO



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

Quebec and Ontario

NUMBER OF STORES

942 food stores

GROSS REVENUE

Over \$12 billion (2016)

WEBSITE

<https://www.metro.ca>

RETAILER SNAPSHOT

METRO's sustainable seafood commitment is transparent in terms of scope, standards and timeline. It includes the goals that by 2021:

*All of METRO's private brand canned tuna will be from sustainable sources, meaning not sourced from stocks that are clearly threatened, developing new products from green ranked sources, and working with suppliers to improve the sustainability of the gears they use.

*All of METRO's private brand farmed shrimp and farmed salmon products will be Best Aquaculture Practices (BAP) certified.

METRO has an extensive data collection program, which includes the scientific (Latin) name, country of origin, and gear type or farming method for all seafood they source. This data allows METRO to label all of its fresh and private brand seafood products with the information consumers need to make sustainable choices. To support its comprehensive seafood labelling, METRO has a training program in place for store staff that covers general sustainable fishing issues, seafood certification systems, and METRO's sustainable seafood policy. Additionally, METRO's suppliers must sign a detailed Code of Conduct that includes a commitment to both environmental and social responsibility.

SeaChoice recommends METRO improve the transparency about its procurement practices by publicly disclosing how much of the seafood it sells meets its commitment. SeaChoice recognizes that METRO is currently developing performance indicators related to its commitment and looks forward to the company publishing these as soon as possible.

In the process of developing this profile, SeaChoice corresponded with Alexandra Leclerc, Sustainable Fisheries and Animal Welfare Specialist at Metro Richelieu Inc.

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





National Average

SCORING RATIONALE

METRO’s sustainable seafood policy includes the commitment to “only sell species that are scientifically proven to be present in sufficient quantities, and whose fishing rates are sustainable. In addition, these products must come from fisheries that are properly managed and with regular scientific assessments to identify appropriate harvest limits.”


METRO’s [Responsible Procurement Framework](#) lists the following goals, to be met by 2021:


- *100% of private brand farmed shrimp will be certified by Best Aquaculture Practices (BAP) to at least a 2 star rating,
- *100% of private brand fresh farmed salmon will be BAP certified, and
- *100% of private brand canned tuna will be from sustainable sources - meaning from suppliers who are members of the International Seafood Sustainability Foundation, are investing in better gear technology or species conservation, have appropriate due diligence and traceability with regard to their sources, and have a public commitment to sustainable seafood.


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



METRO 



National Average


SCORING RATIONALE
 METRO's Code of Conduct for Suppliers covers all the workers in METRO's supply chain, regardless of their status (seasonal, casual, part-time, full-time; local or migrant), and is informed by recognized international standards, specifically labour rights and principles such as those set out by the International Labour Organization (ILO). Furthermore, shrimp suppliers in particular must confirm that they do not use child labour. The expectations for METRO's suppliers are clearly laid out in its Code of Conduct, which 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.



METRO 


National Average

SCORING RATIONALE
 METRO's seafood commitment includes the requirement that "the supply chain from the fishing area to the consumer must be documented to allow for informative and transparent labelling."

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?



METRO 




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"




SCORING RATIONALE
METRO collect species' scientific names for all its seafood products (personal communication, A. Leclerc, 27/03/2018).

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"

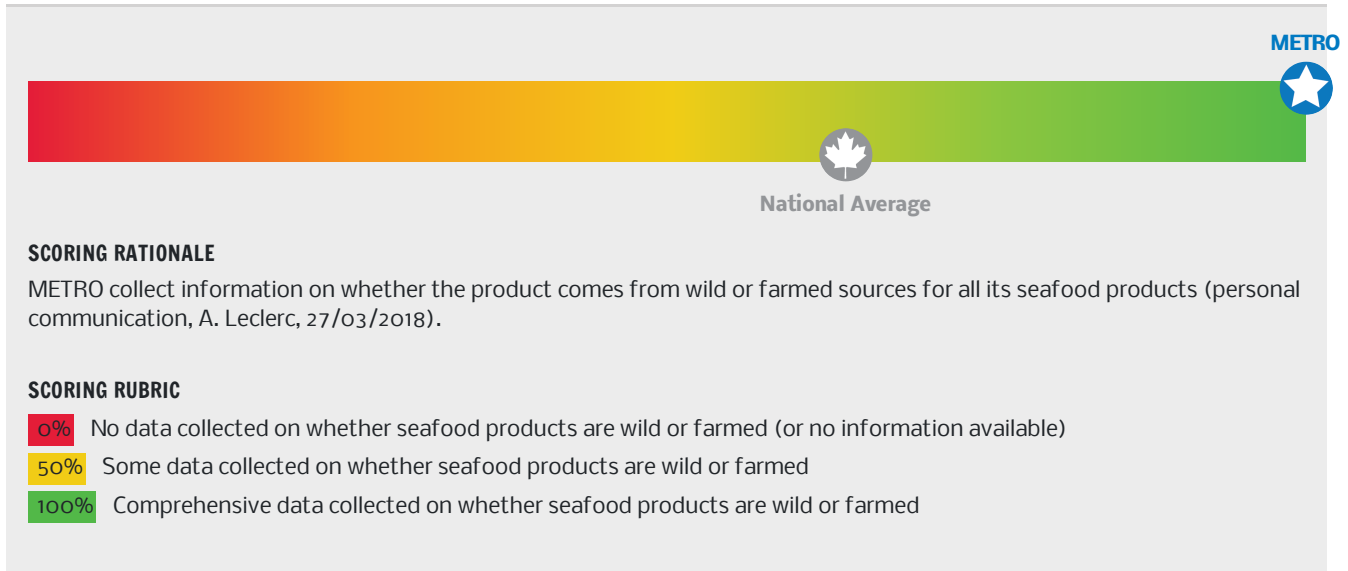


SCORING RATIONALE
METRO collect country or region of origin for all its seafood products (personal communication, A. Leclerc, 27/03/2018).

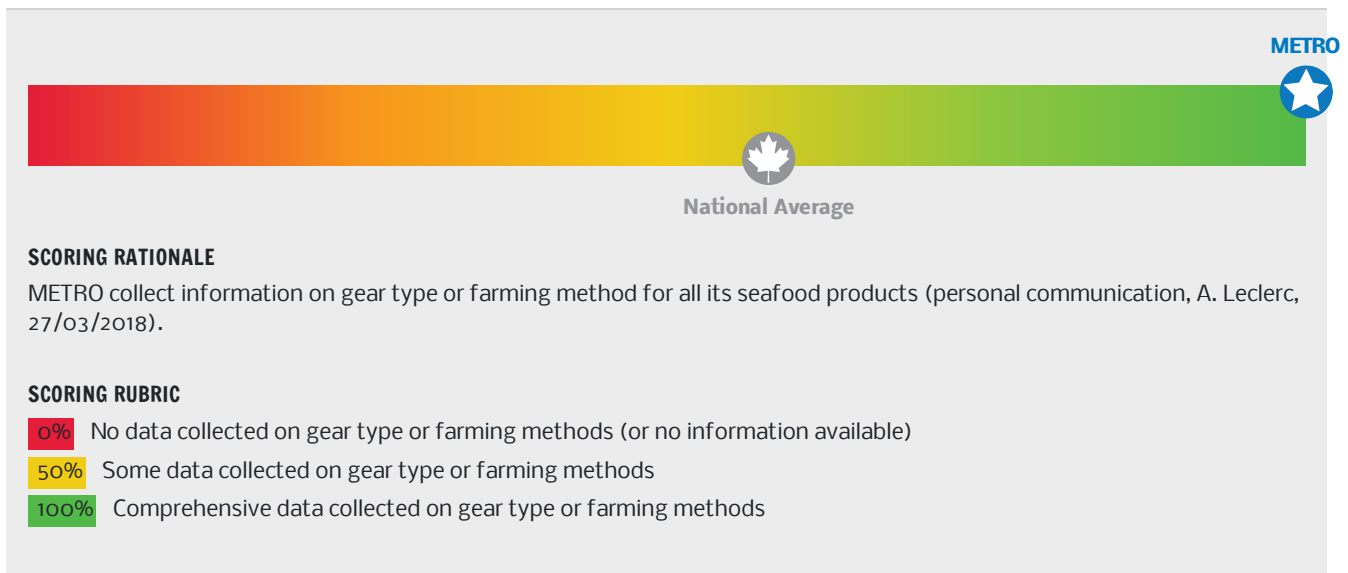
SCORING RUBRIC

- 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

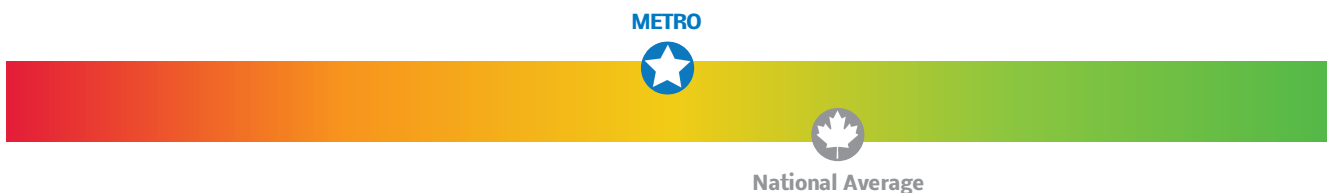
2.3 Retailer collects data on whether the seafood products being sold are wild or farmed - the "how"



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.





METRO




National Average


SCORING RATIONALE
METRO uses MSC, ASC and BAP certifications, ratings from Seafood Watch and the Ocean Wise Seafood Program, and independent criteria to inform its procurement decisions (personal communication, A. Leclerc, 27/03/2018).


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.






METRO




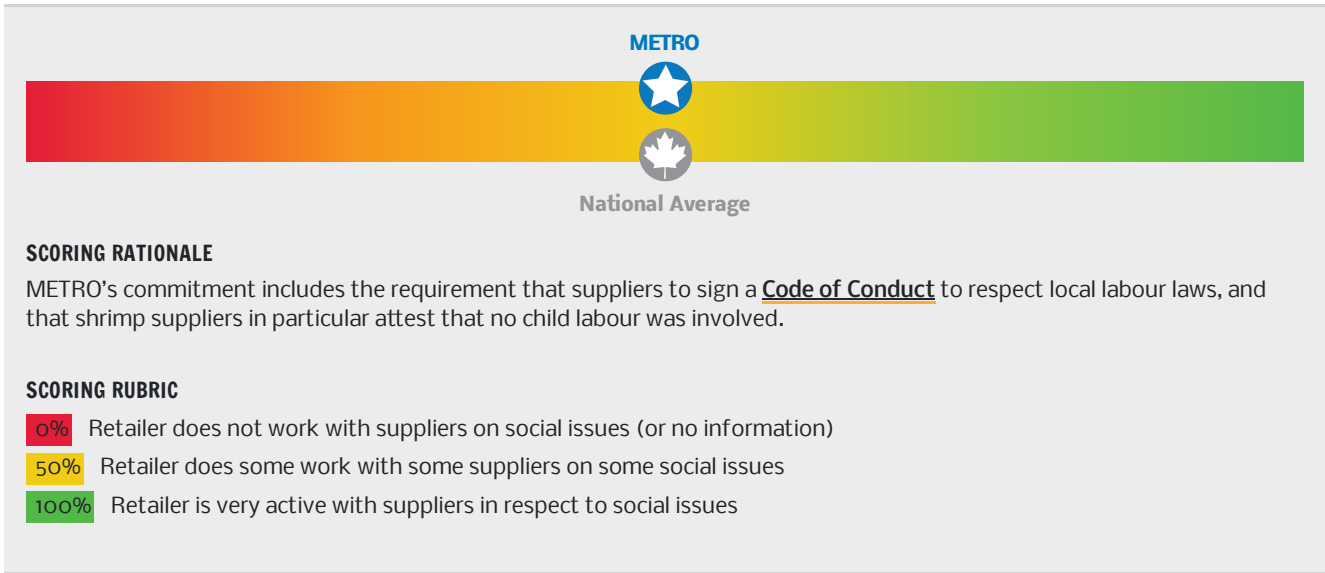

National Average

SCORING RATIONALE
METRO does not disclose this information, however METRO is working on developing performance indicators (personal communication, A. Leclerc, 27/03/2018).

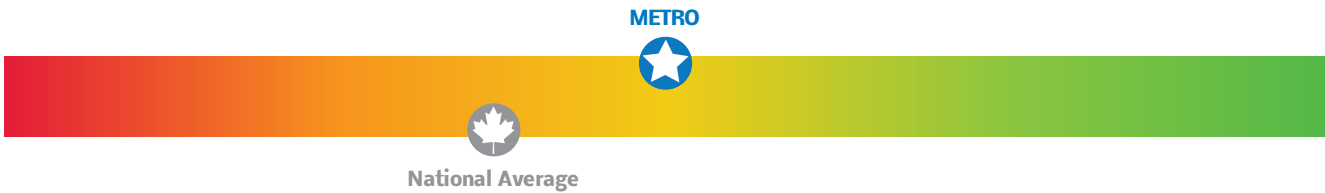
SCORING RUBRIC

-  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?

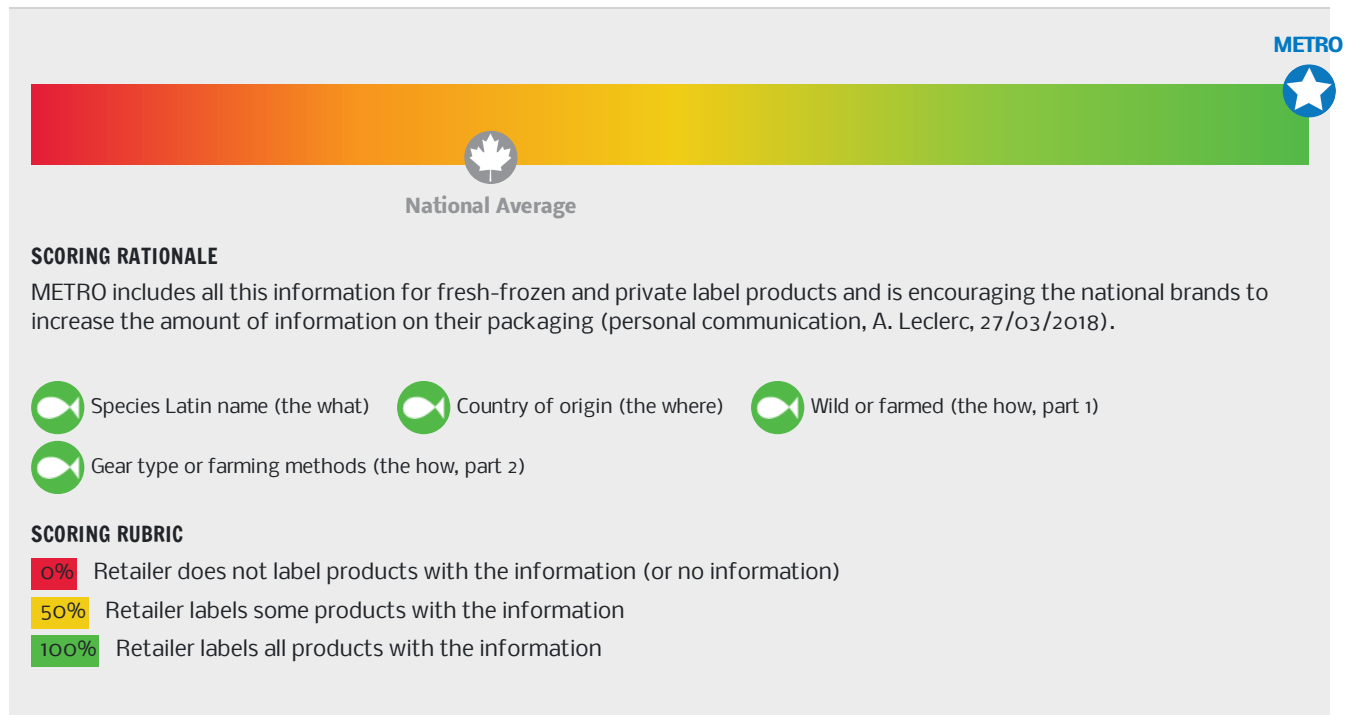


Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

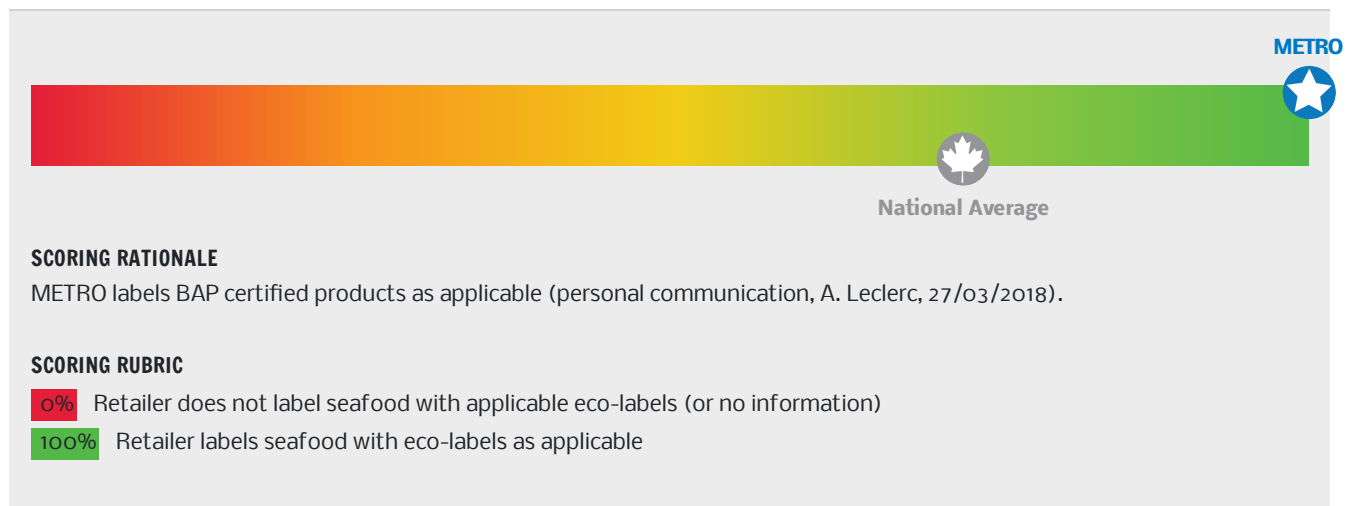
The step score is based on the average of Step 4 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

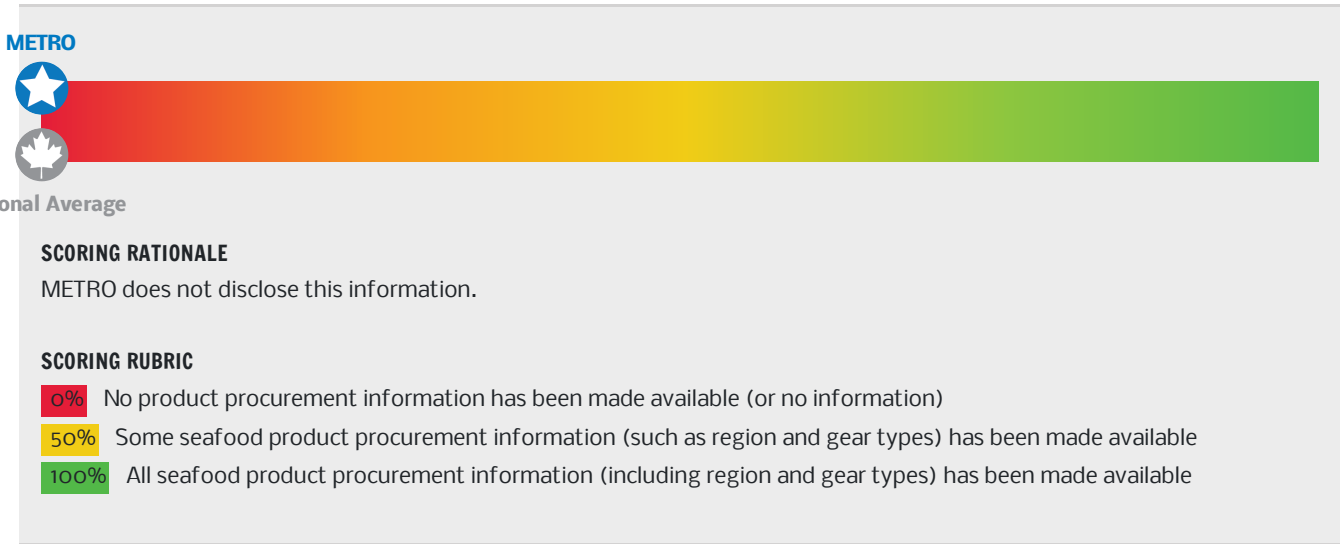
4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species name), where (country or region of origin), and how (wild/farmed and harvest method)



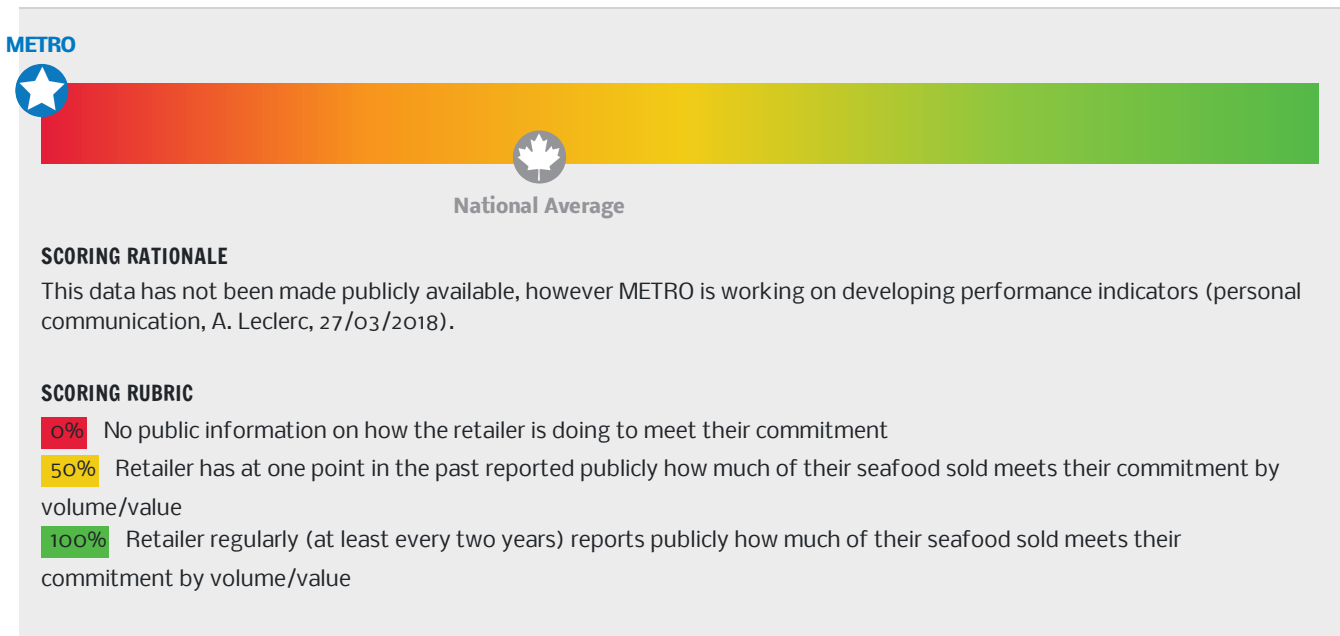
4.2 Retailer labels products with an eco-label (as applicable) allowing consumers to make informed decisions OR all products fit under a standard and are communicated as such



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

SCORING RATIONALE

METRO has a training program in place for store staff that covers general sustainable fishing issues (e.g. overfishing, bycatch, impacts on the seabed, etc.), seafood certification systems, and METRO’s sustainable seafood policy (personal communication, A. Leclerc, 27/03/2018).

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

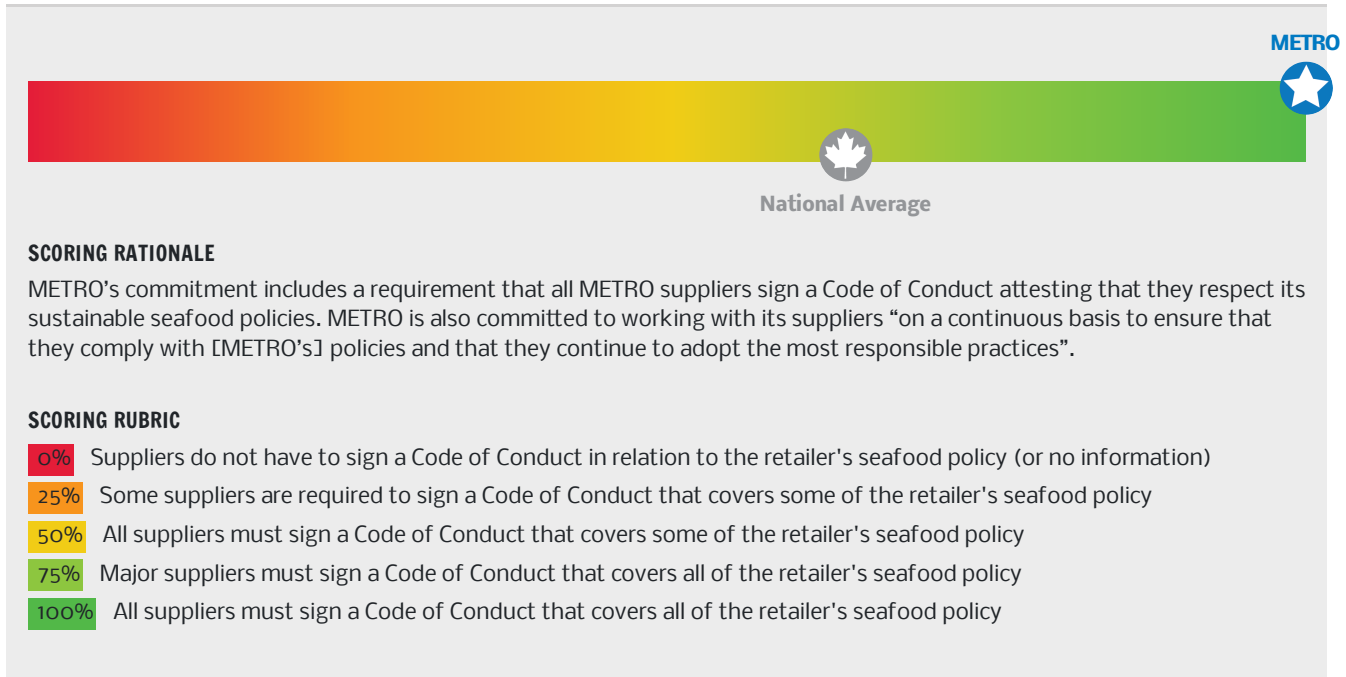
SCORING RATIONALE

All METRO stores with fresh fish counters have screens that outline METRO’s commitment to sourcing healthy species, using sustainable fishing methods, guaranteeing traceability and supporting local economies (personal communication, A. Leclerc, 27/03/2018).

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

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



SCORING RATIONALE

METRO preferentially source salmon produced in: open-pen farms which are ASC or BAP certified, land-based recirculating aquaculture systems, or integrated aquaculture practices. Where possible, METRO sources salmon that are rated “Best Choice” (Green) by Seafood Watch (personal communication, A. Leclerc, 27/03/2018).

Doesn't sell product

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 "Best Choice" by Seafood Watch

Preferentially sources from farms that are ASC certified

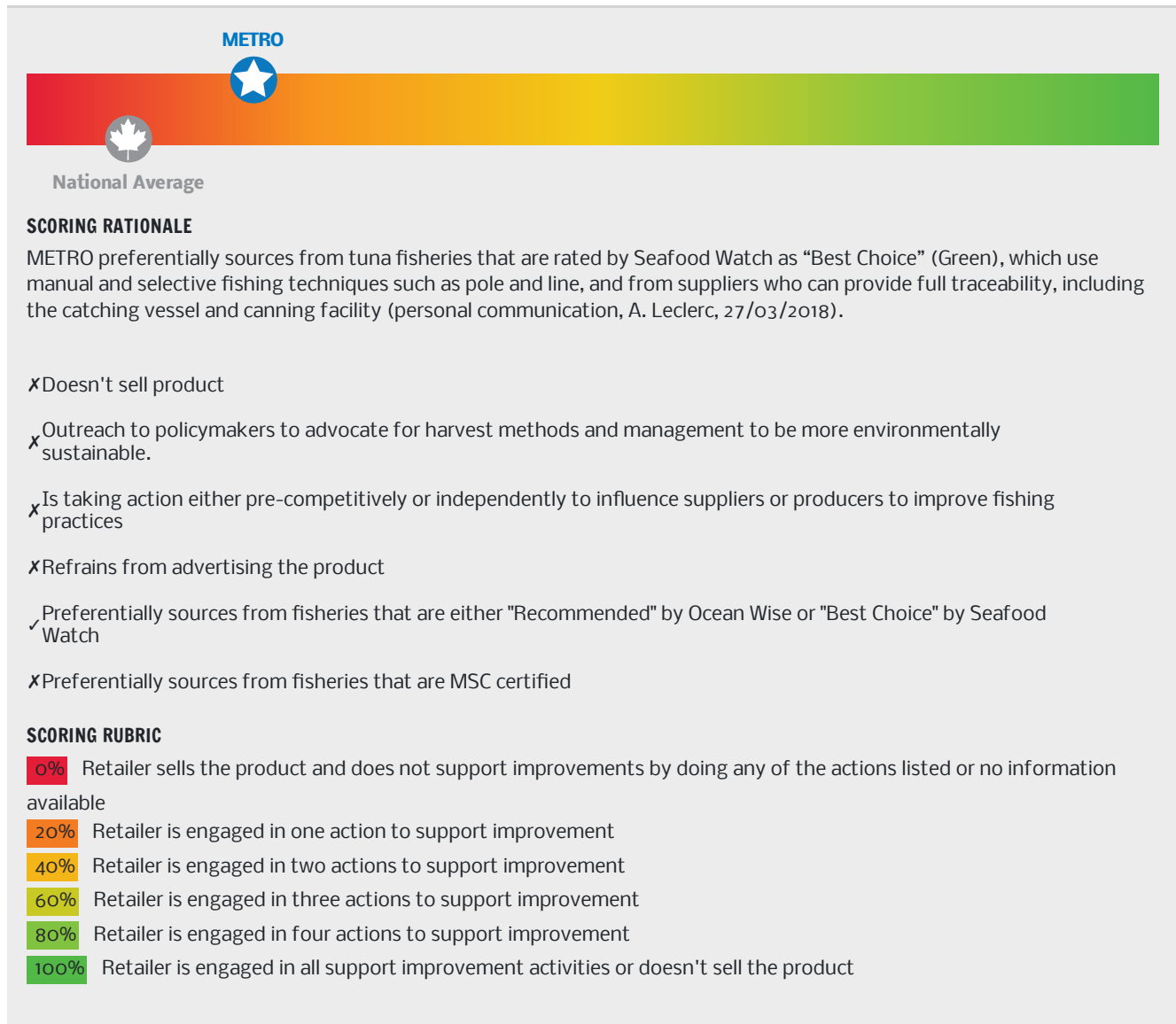
SCORING RUBRIC

- 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

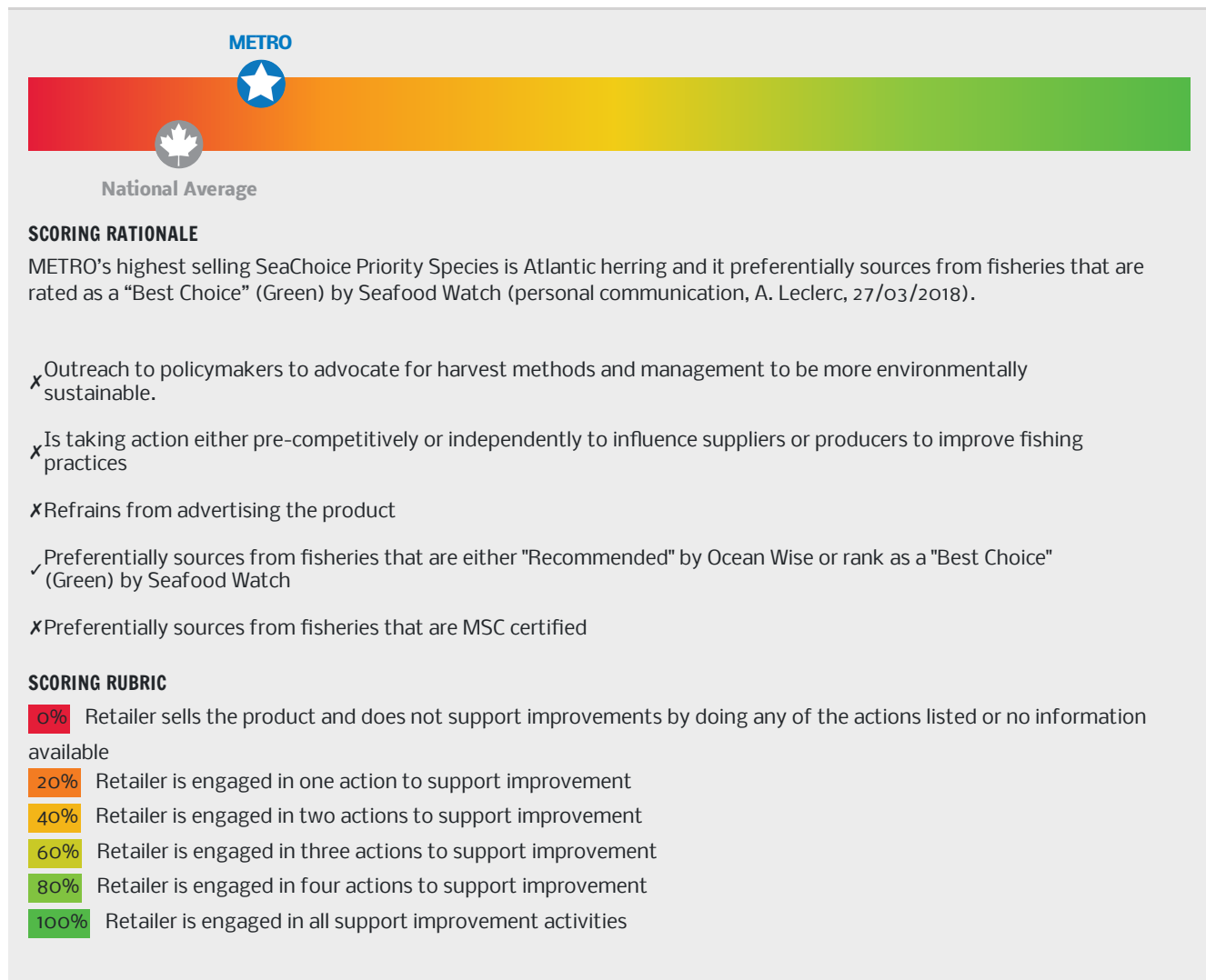
6.2 Does the retailer support improvements in the production of imported farmed shrimps and prawns?



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



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?

SCORING RATIONALE

METRO's second-highest selling SeaChoice Priority Species is Atlantic cod and it preferentially sources MSC certified products and from fisheries which would be "recommended" by Ocean Wise (personal communication, A. Leclerc, 27/03/2018).

- 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" 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