

SEAFOOD PROGRESS: CANADA SAFEWAY



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, Manitoba and Ontario

NUMBER OF STORES

183

WEBSITE

<https://www.safeway.ca/>

RETAILER SNAPSHOT

Safeway is committed to not selling seafood products that have “major sustainability issues associated with them”. For example, Safeway no longer sells bluefin tuna, yellowfin tuna, Atlantic halibut, Chilean seabass, orange roughy or any species of shark. Instead, Safeway reports that it sells a variety of products that are recommended by Ocean Wise. In 2016, Safeway announced that 92% of its seafood procurement met its sourcing criteria.

Safeway uses the Ocean Wise logo on recommended products, but its commitment does not articulate the data that Safeway collects on its products. Nor does it define the scope of information it requires to be included on its seafood labels (e.g. scientific name, country of origin). Safeway’s commitment also does not include any information on actions that Safeway might be engaged in to support improvements in the production of farmed Atlantic salmon, farmed imported shrimp or prawns, or skipjack tuna.

SeaChoice contacted Safeway about its Seafood Progress profile but did not receive any information about its sustainable seafood commitment or procurement policies in the lead-up to launching Seafood Progress. As such, SeaChoice based its profile solely on publicly available information. SeaChoice will continue efforts to engage with Safeway and develop a more complete Seafood Progress profile moving forward.

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

Canada Safeway



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

Canada Safeway

National Average

SCORING RATIONALE

Safeway’s commitment to seafood sustainability is to not sell any species that have “major sustainability issues” associated with them. Safeway “no longer sell[es] several unsustainable species that play essential roles in ocean ecosystems and that are now threatened”, including bluefin tuna, yellowfin tuna, sharks, Atlantic halibut, Chilean sea bass and orange roughy.

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

Canada Safeway

National Average

SCORING RATIONALE

Safeway’s commitment states that it will not source seafood “from suppliers known as harvesting through illegal, unreported or unregulated fishing”.

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.

Canada Safeway



National Average

SCORING RATIONALE

No information in commitment

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?

Canada Safeway



National Average

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"

Canada Safeway



National Average

SCORING RATIONALE

No information in commitment.

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"

Canada Safeway



National Average

SCORING RATIONALE

No information in commitment.

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"

Canada Safeway



National Average

SCORING RATIONALE

No information in commitment.

SCORING RUBRIC

- 0%** No data collected on whether seafood products are wild or farmed (or no information available)
- 50%** Some data collected on whether seafood products are wild or farmed
- 100%** Comprehensive data collected on whether seafood products are wild or farmed

2.4 Retailer collects data on the gear type or farming methods for seafood products being sold - the "how"

Canada Safeway



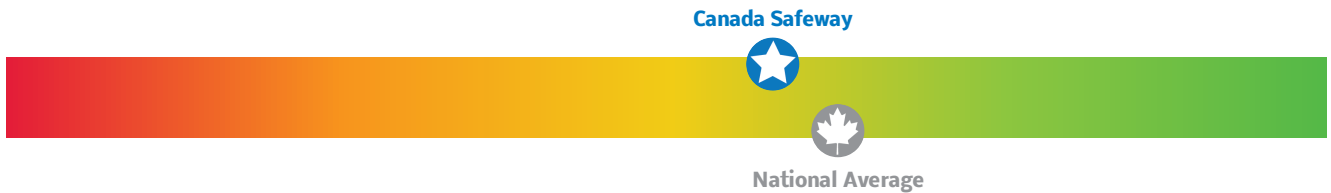
SCORING RATIONALE

No information in commitment.

SCORING RUBRIC

- 0% No data collected on gear type or farming methods (or no information available)
- 50% Some data collected on gear type or farming methods
- 100% Comprehensive data collected on gear type or farming methods

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.



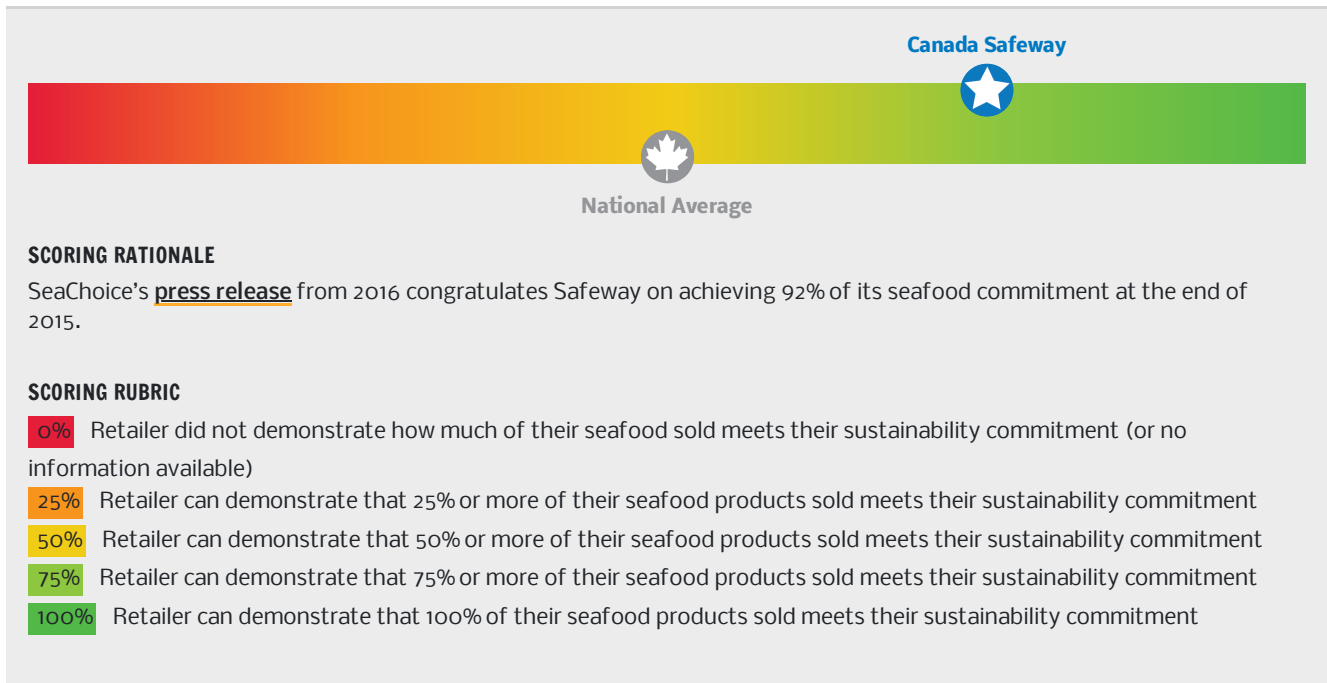
SCORING RATIONALE

Safeway sources some seafood products that are recommended by Ocean Wise.

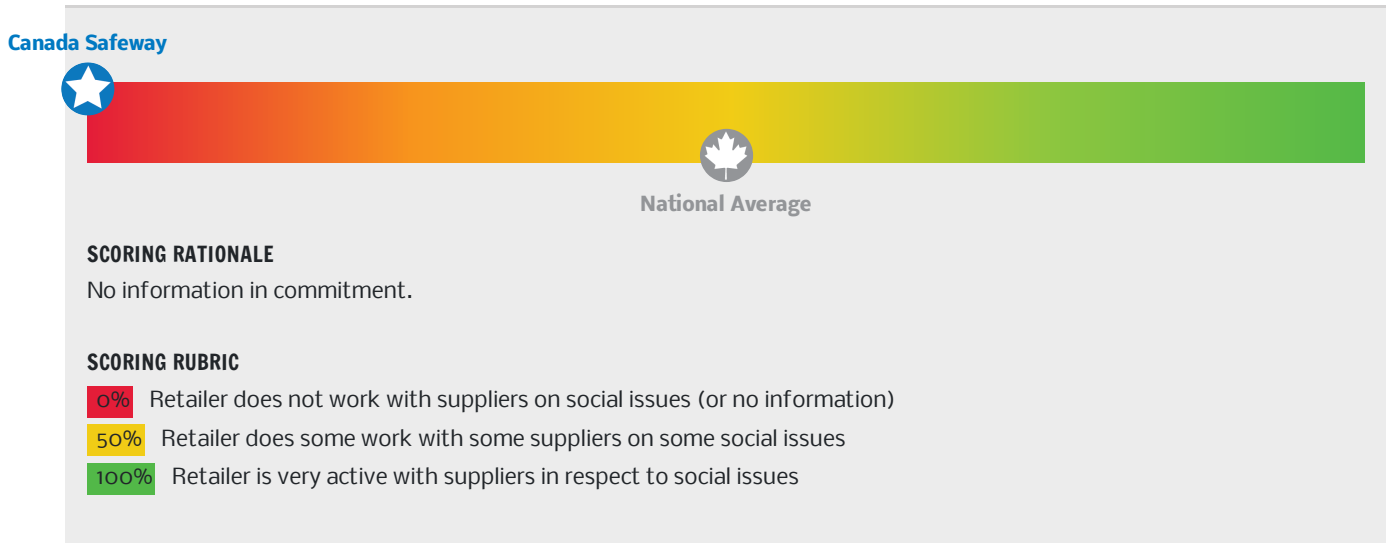
SCORING RUBRIC

- 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.



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)

Canada Safeway 






SCORING RATIONALE
No information in commitment.


 Species Latin name (the what)  Country of origin (the where)  Wild or farmed (the how, part 1)


 Gear type or farming methods (the how, part 2)

SCORING RUBRIC

-  0% Retailer does not label products with the information (or no information)
-  50% Retailer labels some products with the information
-  100% Retailer labels all products with the information



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



Canada Safeway 

SCORING RATIONALE
As an Ocean Wise partner, Safeway should be using the Ocean Wise logo on Ocean Wise recommended seafood products.

SCORING RUBRIC

-  0% Retailer does not label seafood with applicable eco-labels (or no information)
-  100% Retailer labels seafood with eco-labels as applicable

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

Canada Safeway



National Average

SCORING RATIONALE

No information in commitment.

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).

Canada Safeway



National Average

SCORING RATIONALE

In 2016 Safeway and SeaChoice announced that 92% of Safeway’s seafood procurement was in line with their commitment.

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?

Canada Safeway




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





Canada Safeway 



National Average

SCORING RATIONALE
Safeway’s commitment includes that, “through a joint effort with Ocean Wise, [Safeway is] continually educating [its] staff and customers on environmental issues”.

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

Canada Safeway 



National Average

SCORING RATIONALE
SeaChoice was unable to determine what information about its seafood commitment Safeway requires to be in its stores.

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

Canada Safeway



National Average

SCORING RATIONALE

Safeway's Seafood Sustainability page indicates it "follow[Es] through on this commitment in our buying decisions, ensuring that we source seafood from our suppliers whenever possible", however SeaChoice was unable to confirm whether Safeway requires its seafood suppliers to sign a Code of Conduct, and if so, what aspects of its commitment the Code covers.

SCORING RUBRIC

- 0% Suppliers do not have to sign a Code of Conduct in relation to the retailer's seafood policy (or no information)
- 25% Some suppliers are required to sign a Code of Conduct that covers some of the retailer's seafood policy
- 50% All suppliers must sign a Code of Conduct that covers some of the retailer's seafood policy
- 75% Major suppliers must sign a Code of Conduct that covers all of the retailer's seafood policy
- 100% All suppliers must sign a Code of Conduct that covers all of the retailer's seafood policy

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

Canada Safeway



National Average

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?

Canada Safeway



National Average

SCORING RATIONALE

No information in commitment.

Doesn't sell product (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 "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?

Canada Safeway



National Average

SCORING RATIONALE

No information in commitment.

Doesn't sell product (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 "Best Choice" 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?

Canada Safeway



National Average

SCORING RATIONALE

No information in commitment.

X Doesn't sell product (100 pts)

X Outreach to policymakers to advocate for harvest methods and management to be more environmentally sustainable.

X Is taking action either pre-competitively or independently to influence suppliers or producers to improve fishing practices

X Refrains from advertising the product

X Preferentially sources from fisheries that are either "Recommended" by Ocean Wise or "Best Choice" by Seafood Watch

X 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?

Canada Safeway



National Average

SCORING RATIONALE

SeaChoice was unable to determine Safeway's highest selling SeaChoice Priority Species.

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

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

Canada Safeway



National Average

SCORING RATIONALE

SeaChoice was unable to determine Safeway's second highest selling SeaChoice Priority Species.

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