

SEAFOOD PROGRESS: SAVE-ON FOODS



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 Western Canada and the Yukon

NUMBER OF STORES

165

GROSS REVENUE

Over \$4 billion in sales

WEBSITE

<https://www.saveonfoods.com/>

RETAILER SNAPSHOT

Save-On Foods is committed to providing at least 50% Ocean Wise recommended fresh and frozen seafood (this commitment does not include canned or other shelf-stable seafood). As of May 2018, Save-On was exceeding this commitment by sourcing 72% Ocean Wise recommended fresh and frozen seafood. Additionally, Save-On is committed to sourcing 100% Ocean Wise recommended and Aquaculture Stewardship Council (ASC) certified farmed shrimp and prawns and 100% Ocean Wise recommended private-label frozen Pacific snapper (also called "rockfish"; goal does not include fresh products).

Save-On Foods' data collection program includes the scientific (Latin) name, country of origin, and gear type or farming method for all fresh, frozen and private label seafood they source. Although Save-On only labels some of its fresh or frozen seafood with this information, it is available upon request at the seafood counter for all Ocean Wise recommended products.

SeaChoice recommends Save-On works to improve its labelling policy by adding information such as scientific name and harvest method on more of its fresh and private label seafood products (including for products which are not Ocean Wise recommended). Similarly, SeaChoice recommends that Save-On builds on its transparent disclosure of progress against its sustainable seafood procurement commitment by publishing information about its product sourcing through initiatives such as the Ocean Disclosure Project.

In the process of developing this profile, SeaChoice corresponded with Shane Heasman, Meat & Seafood Development Specialist at Save-On Foods and Claire Li, Account Representative at Ocean Wise.

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

A horizontal progress bar with a color gradient from red (0%) to green (100%). A blue star icon labeled 'Save-On Foods' is positioned at the 100% mark. A grey maple leaf icon labeled 'National Average' is positioned at the 75% mark.

SCORING RATIONALE
 Save-On achieved its commitment that over 50% of their fresh and frozen products would be Ocean Wise recommended in 2016. The commitment does not include canned products.

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

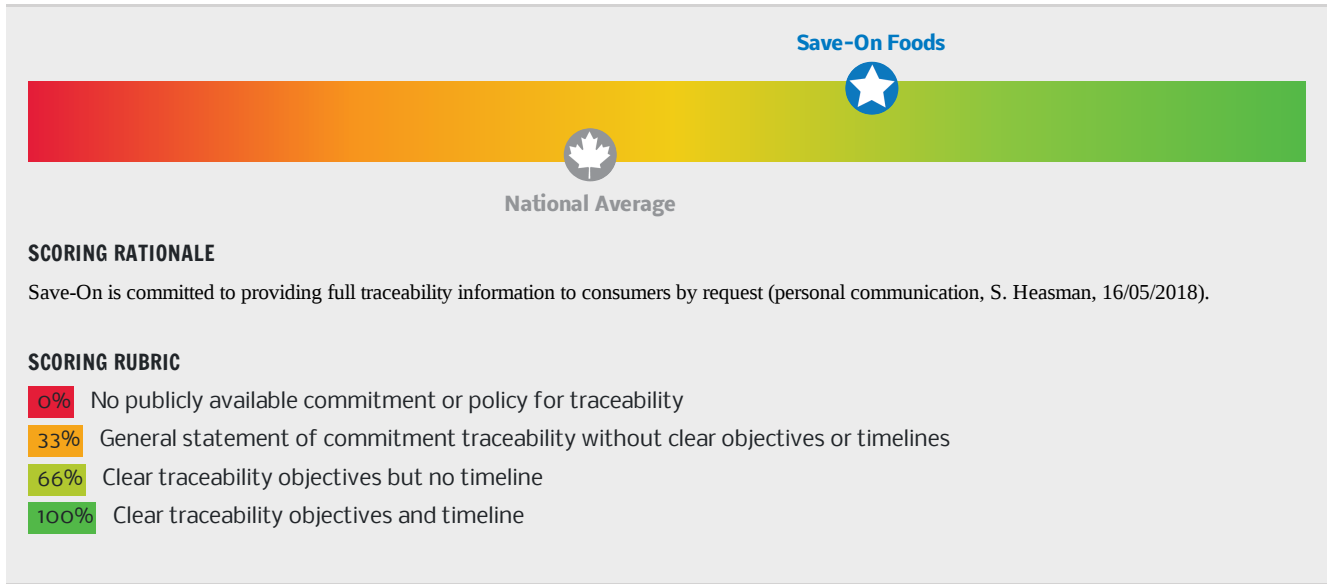
A horizontal progress bar with a color gradient from red (0%) to green (100%). A blue star icon labeled 'Save-On Foods' is positioned at the 25% mark. A grey maple leaf icon labeled 'National Average' is positioned at the 50% mark.

SCORING RATIONALE
 Save-On Foods is committed to only sourcing socially sustainable seafood and is currently developing a supplier Code of Conduct which will include its seafood policy and its expectations of all its seafood suppliers. The Code should be implemented by December 2018 (personal communication, S. Heasman, 16/05/2018).

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?

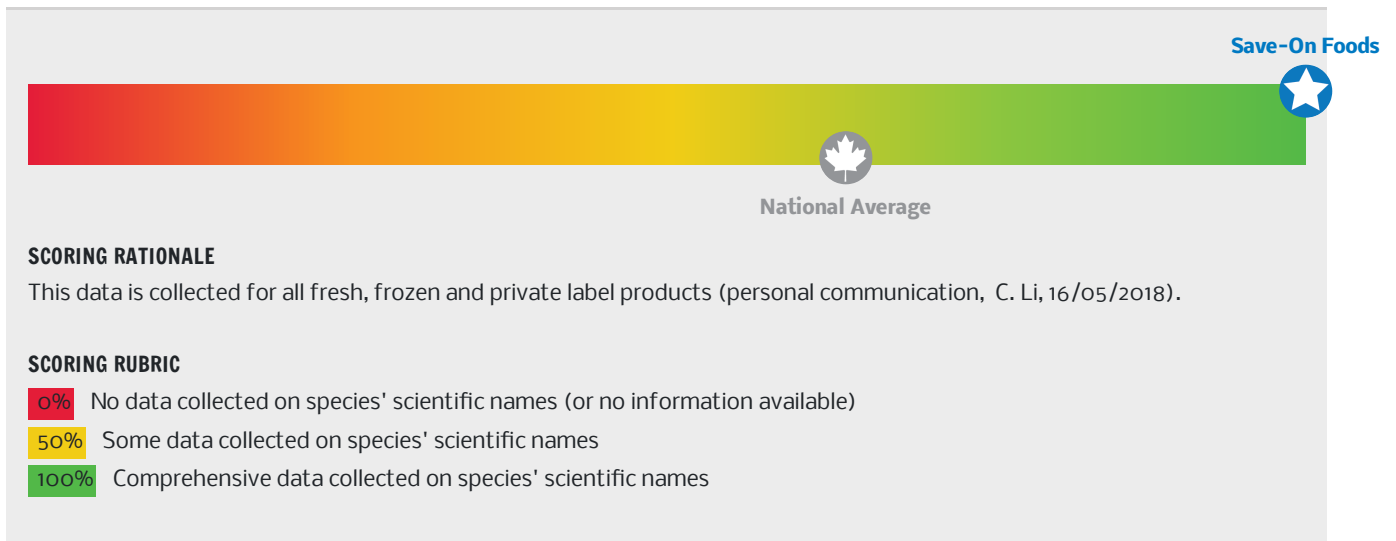


What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

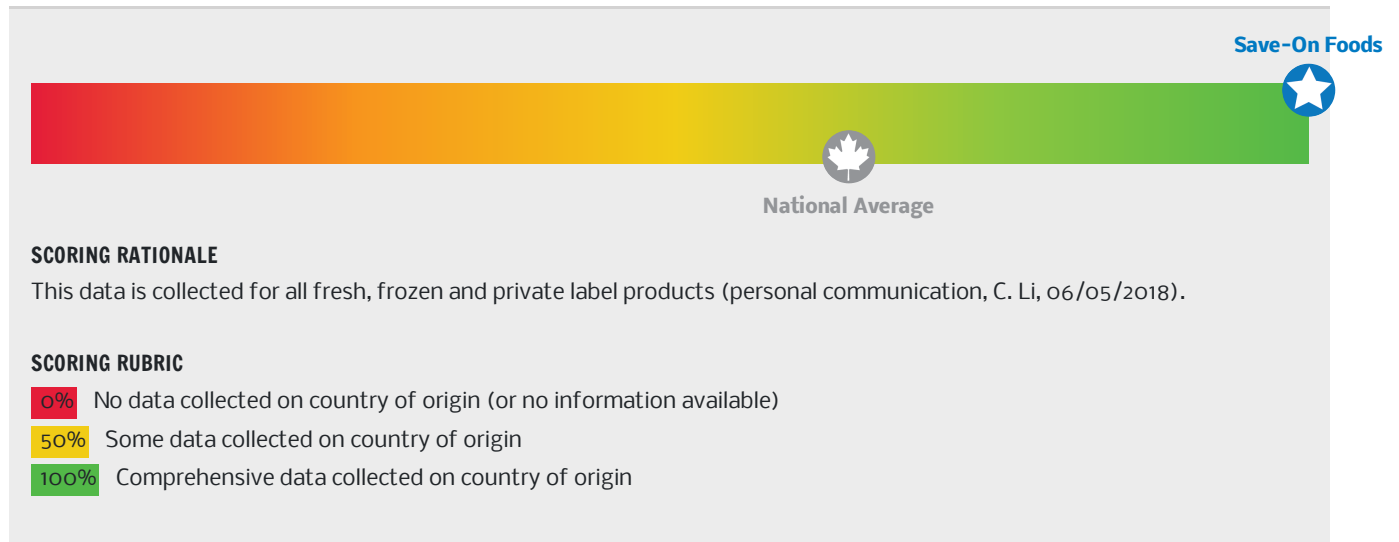
The step score is based on the average of Step 2 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

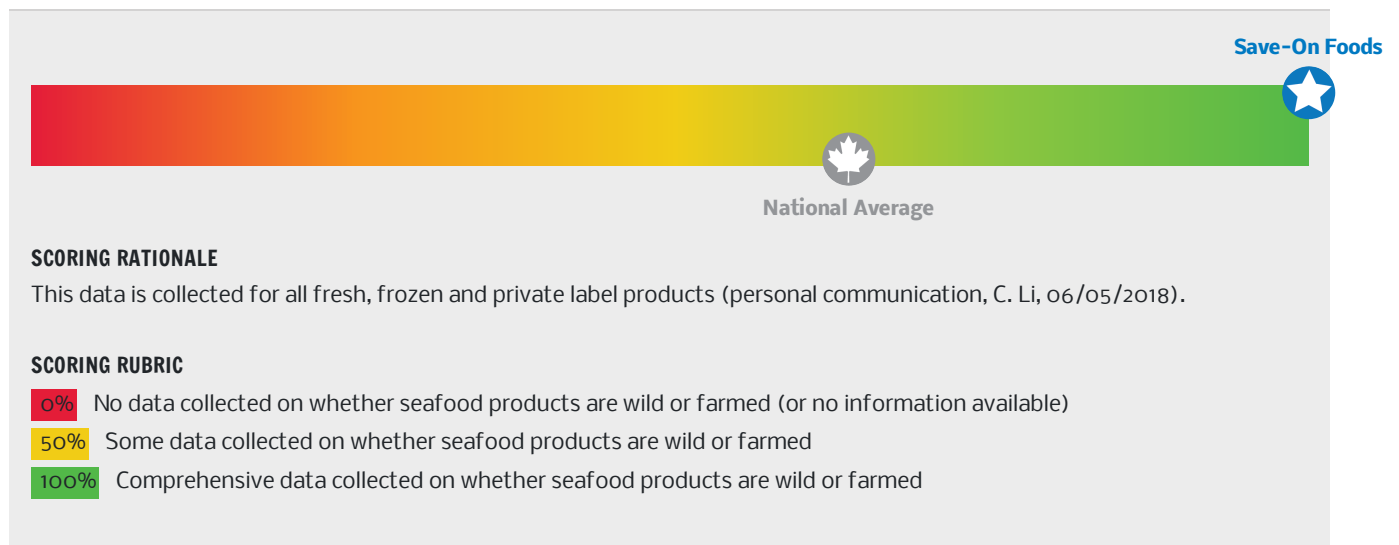
2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



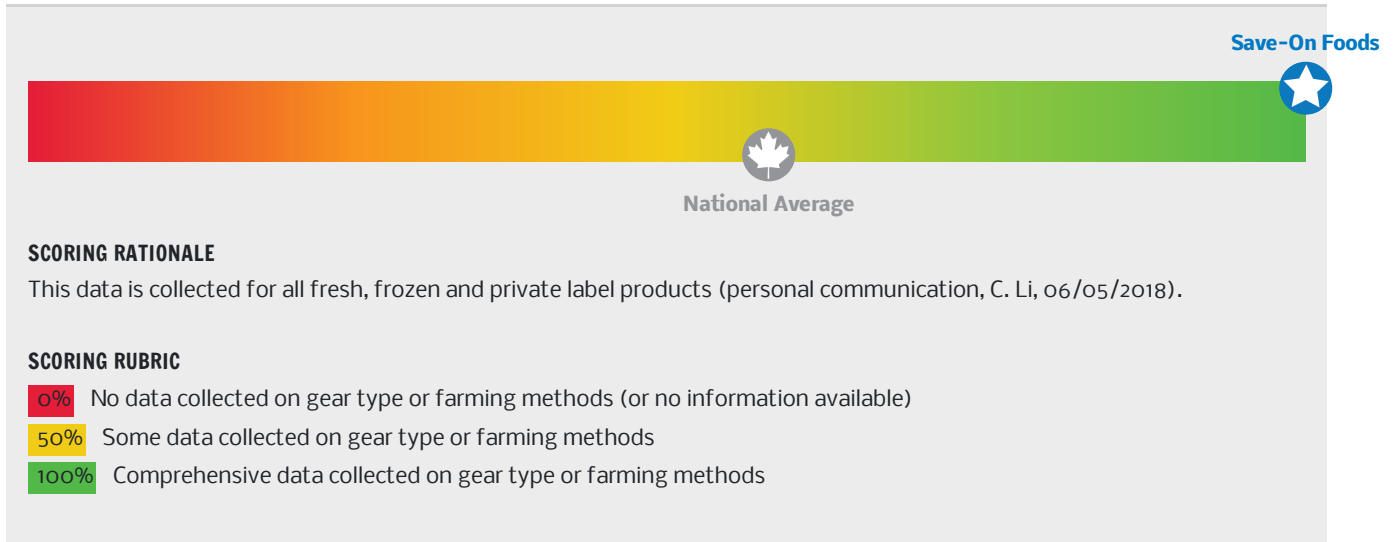
2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



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?

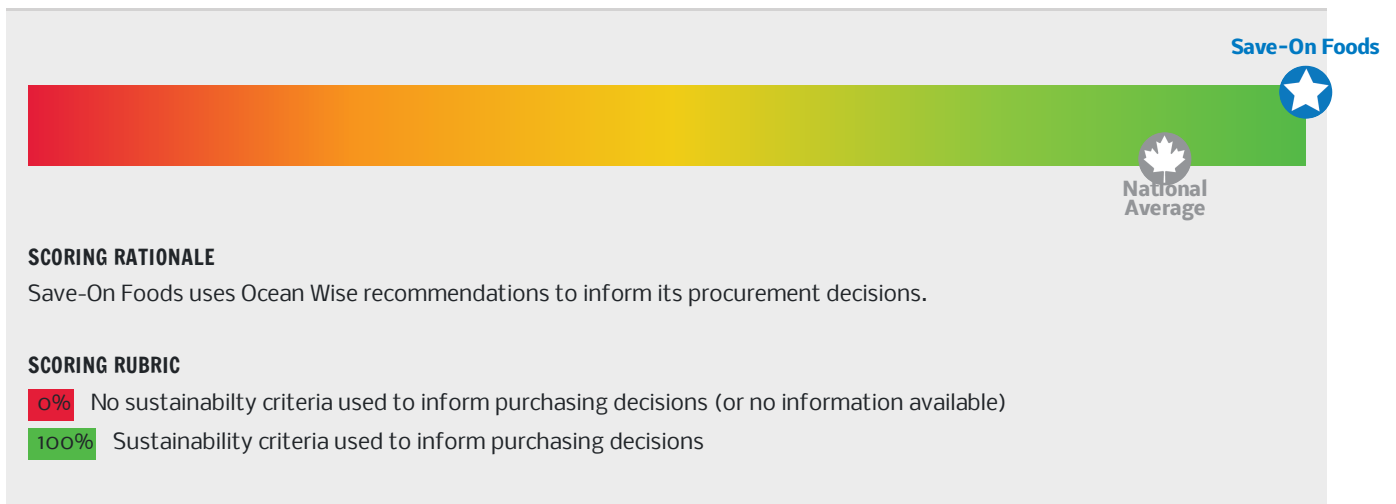


Are the retailer’s procurement decisions supporting their environmental and social sustainability commitments?

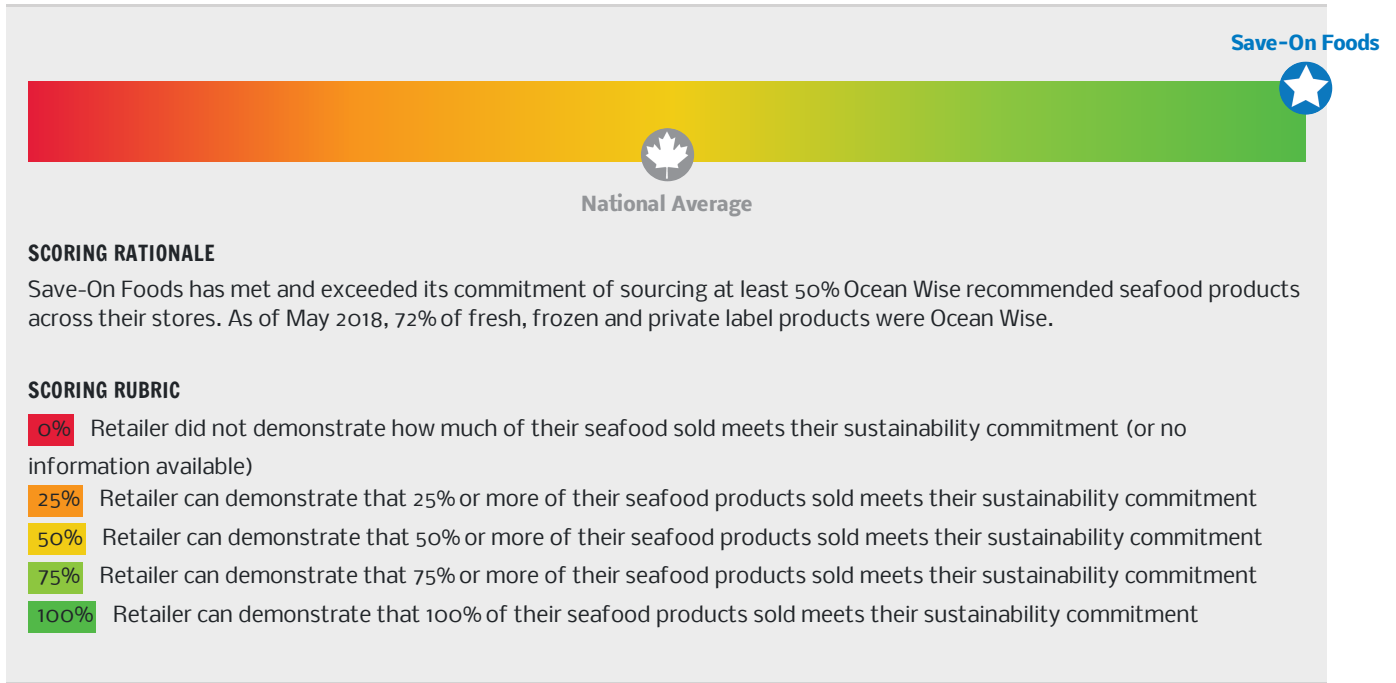
The step score is based on the average of Step 3 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

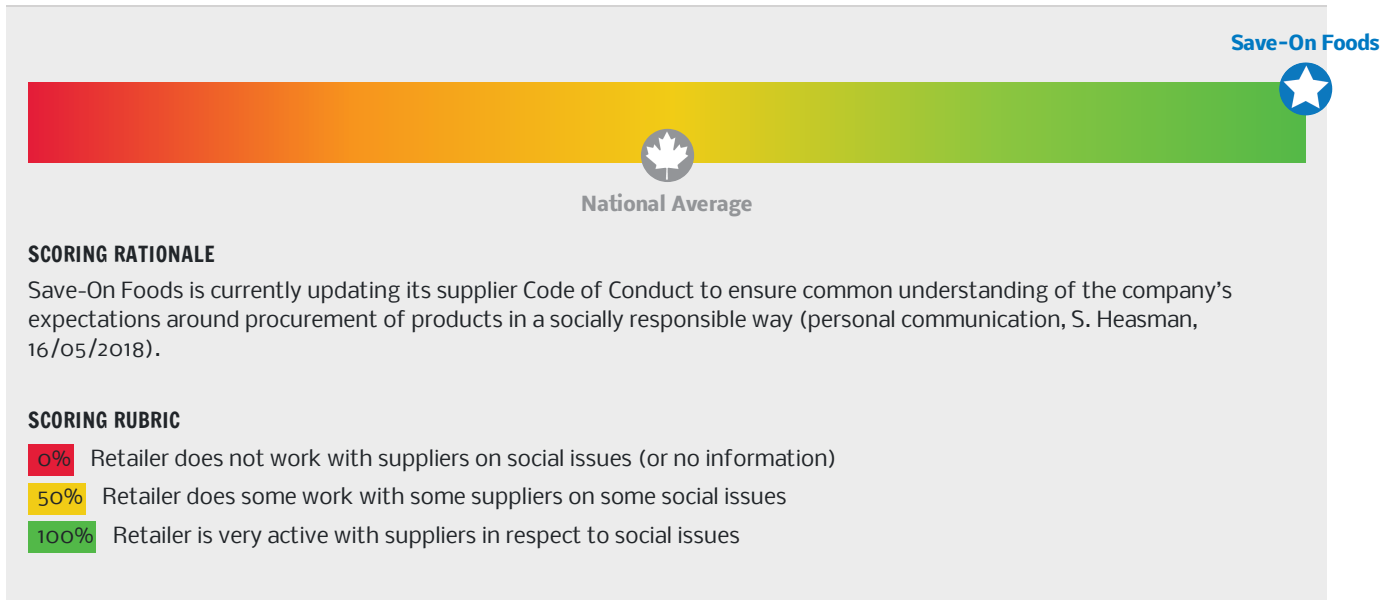
3.1 Retailer uses an established seafood certification or ranking standard to inform purchasing decisions.



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?

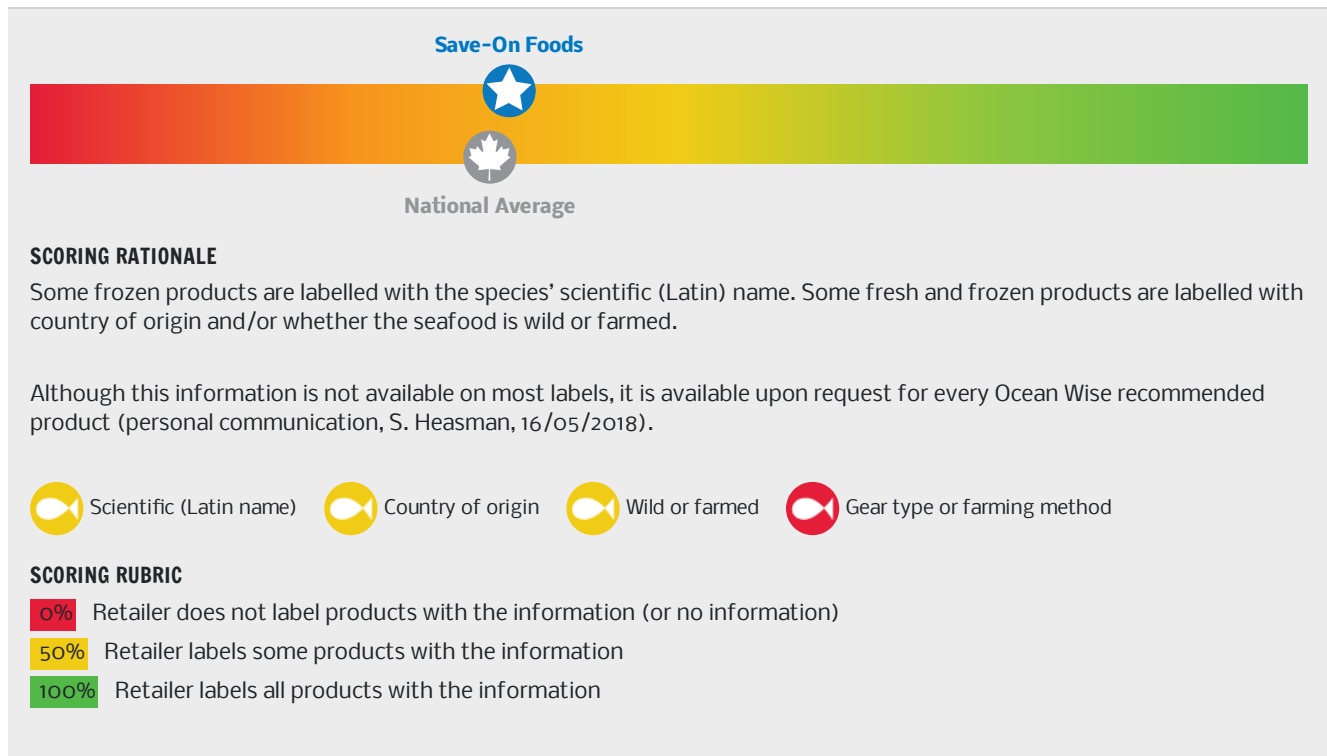


Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

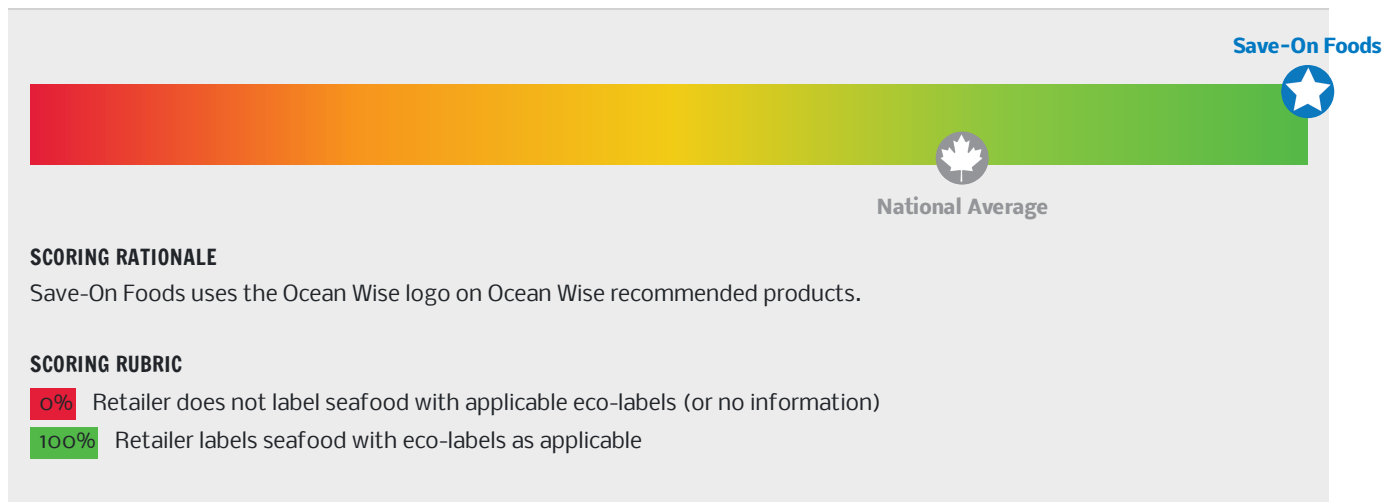
The step score is based on the average of Step 4 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

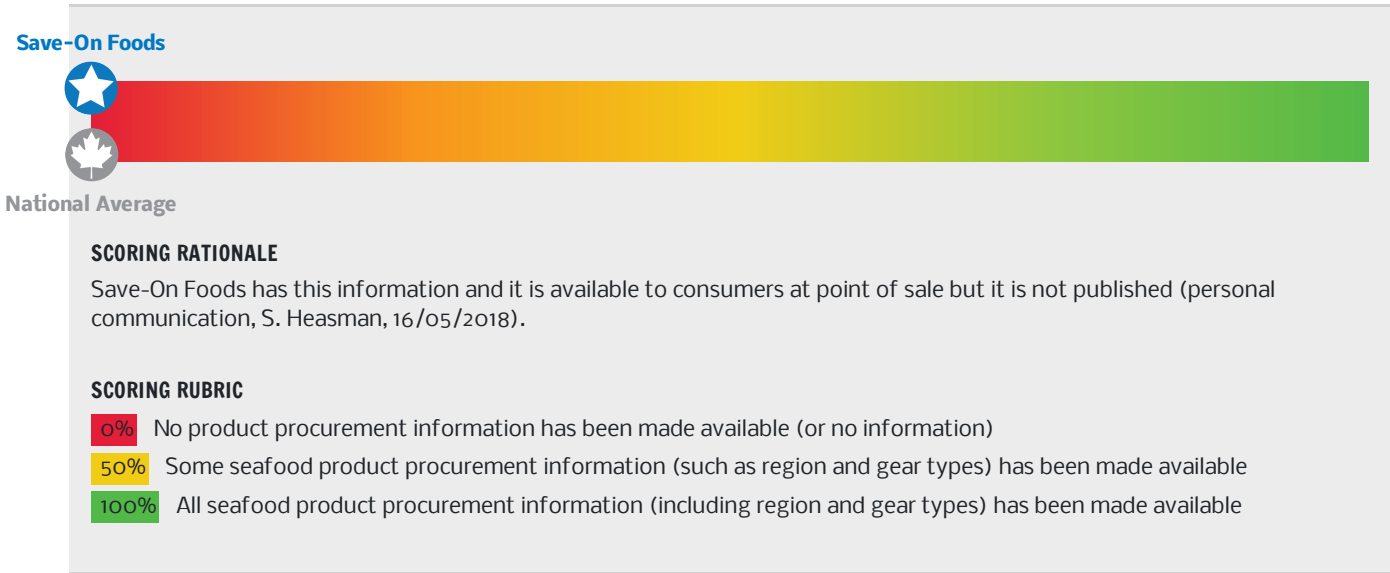
4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species name), where (country or region of origin), and how (wild/farmed and harvest method)



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

Save-On Foods 



National Average


SCORING RATIONALE


Save-On Foods has a mandatory training course for all staff working with seafood. Staff must score at least 85% on the training module to work at Save-On's seafood counter. Staff are also sent updated information on Save-On's seafood sustainability policy regularly (personal communication, S. Heasman, 16/05/2018).

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

Save-On Foods 



National Average

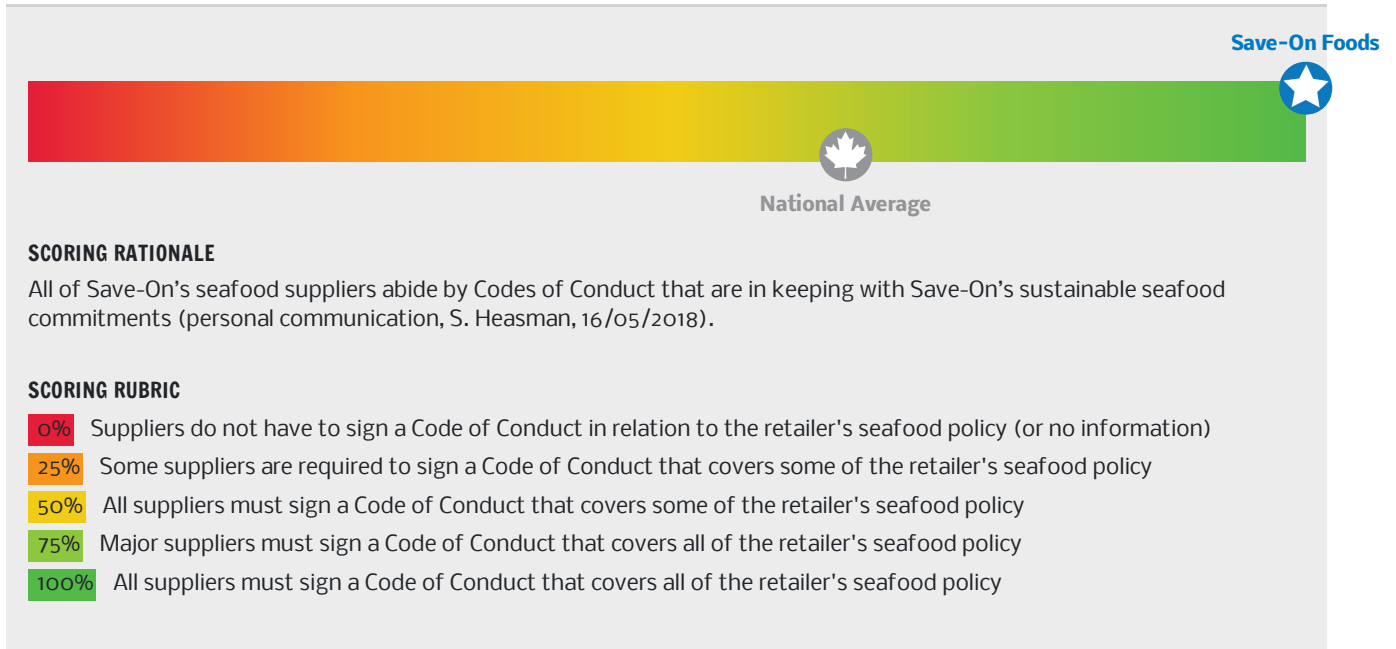
SCORING RATIONALE

There is at least a general description of Save-On's commitment to sustainable seafood and information on the Ocean Wise Seafood Program in all stores, and some stores have more detailed information posted about Save-On's sustainable seafood commitment and goals (personal communication, S. Heasman, 16/05/2018).

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?



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

Save-On Foods



National Average

SCORING RATIONALE

As of April 2018, Save-On Foods announced that all the farmed shrimp and prawns it sells are Ocean Wise recommended and ASC certified.

- ✓ 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?

Save-On Foods



National Average

SCORING RATIONALE

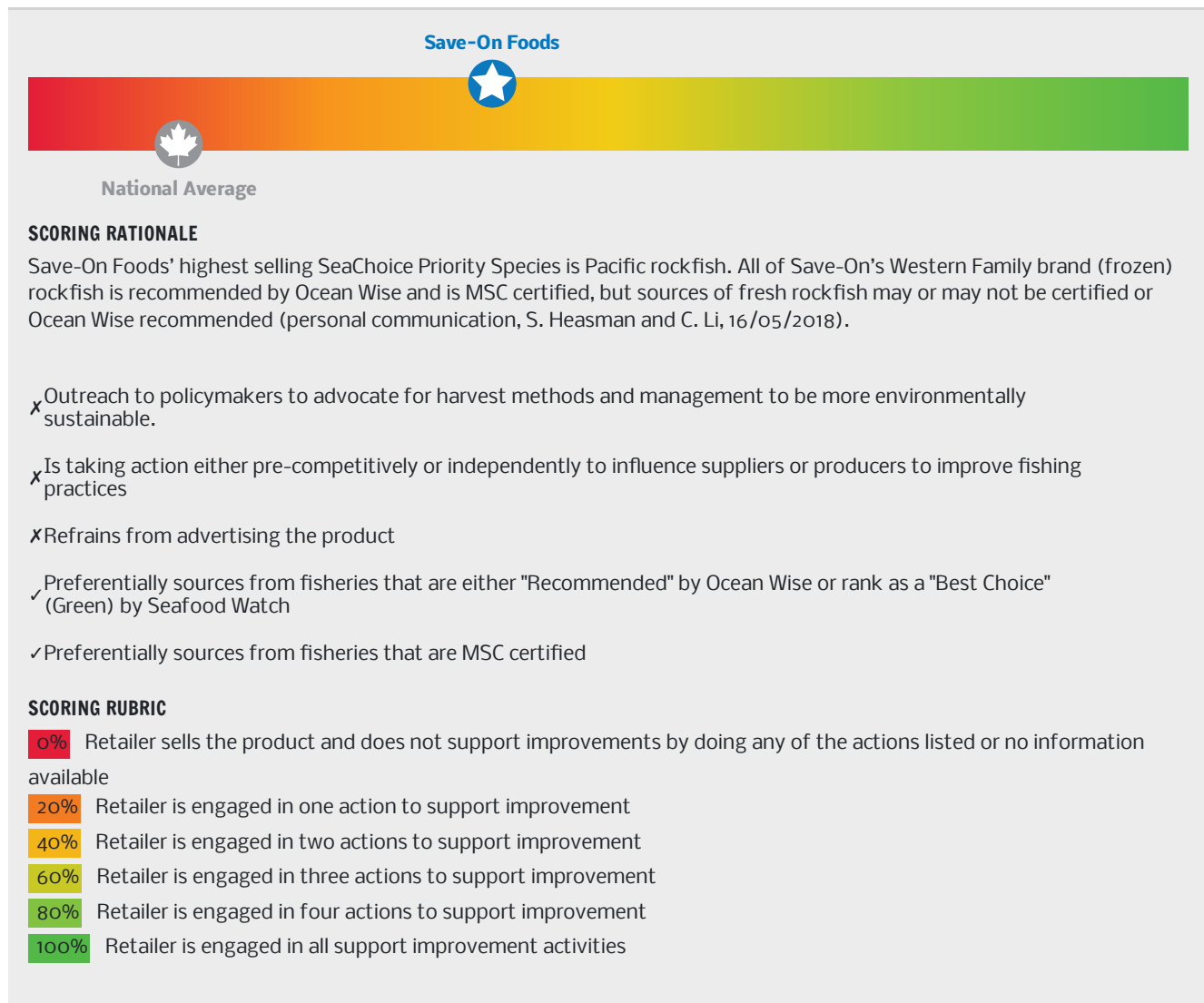
Save-On is not currently engaged in any actions to support improvements in the production of skipjack tuna.

- 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?



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

