

SEAFOOD PROGRESS: SOBEYS



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's provinces (except Quebec)

NUMBER OF STORES

1,500+

WEBSITE

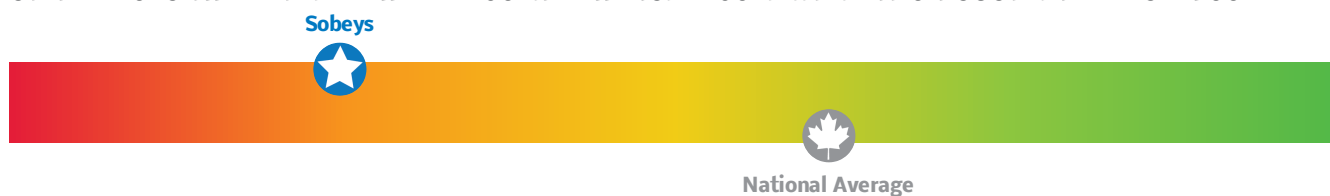
<https://www.sobeys.com/en/>

RETAILER SNAPSHOT

Sobeys is committed to not selling “any seafood species that have major sustainability issues associated with them”. This means it avoids species listed as endangered or critically endangered by the International Union for Conservation of Nature, seafood sourced from high-risk fisheries that are not engaged in an improvement project, or products from suppliers known to engage in illegal, unreported or unregulated fishing. Sobeys reports that it continually gathers information such as species’ scientific names, geographical location of harvest, and fishing gear type from suppliers, but SeaChoice was unable to determine if this applies to all wild-caught seafood products and if similar information is collected for farmed products.

SeaChoice contacted Sobeys about its Seafood Progress profile and were informed that Sobeys is transitioning from a regional to a nationally structured company and that sustainability remains a key consideration of its seafood sourcing. Nonetheless, SeaChoice did not receive any information about Sobeys’ sustainable seafood commitment or procurement policies in the lead-up to launching Seafood Progress. As such, its profile is based solely on publicly available information, which doesn’t include the degree of progress Sobeys has made in meeting its sustainable seafood commitment, information on Sobeys’ labelling policy, or specific actions Sobeys is engaged in to support improvements in high risk fisheries. SeaChoice looks forward to engaging with Sobeys and developing a more complete Seafood Progress profile for the company moving forward.

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?

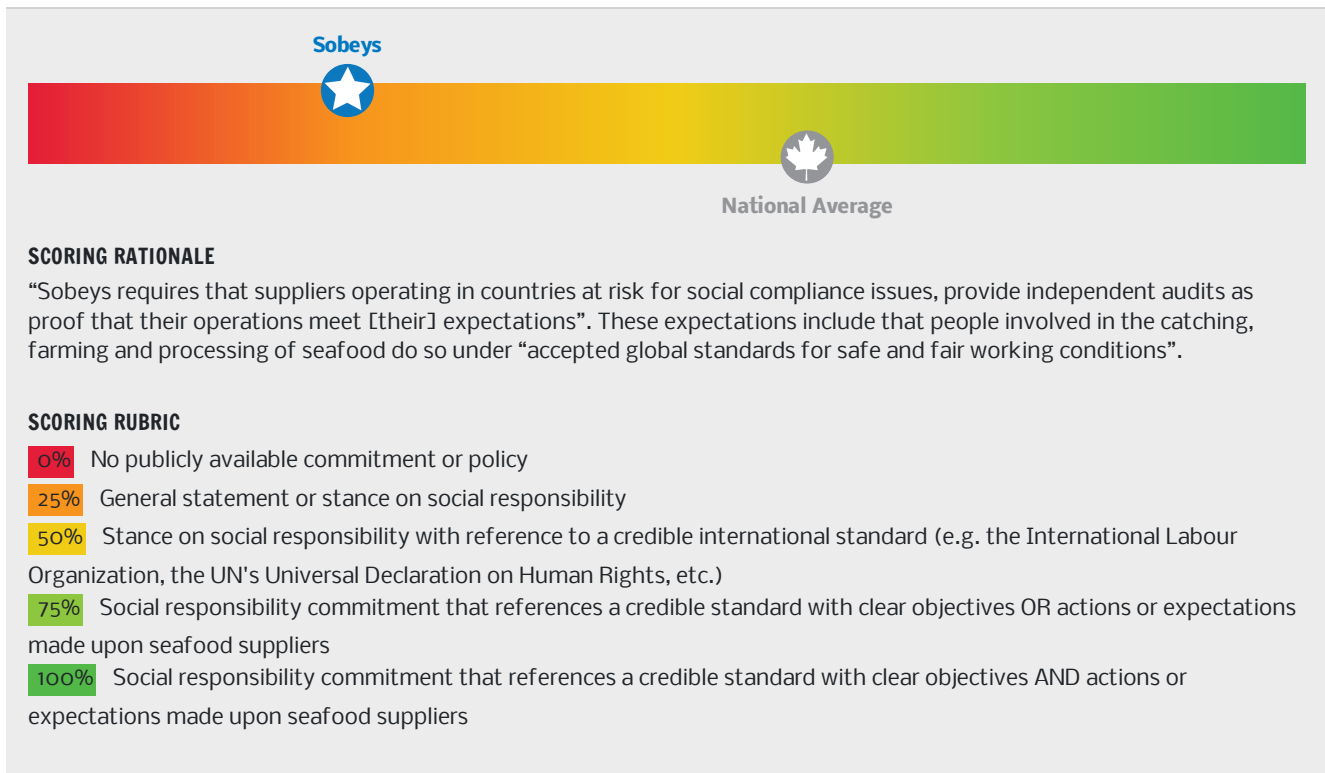
The step score is based on the average of Step 1 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

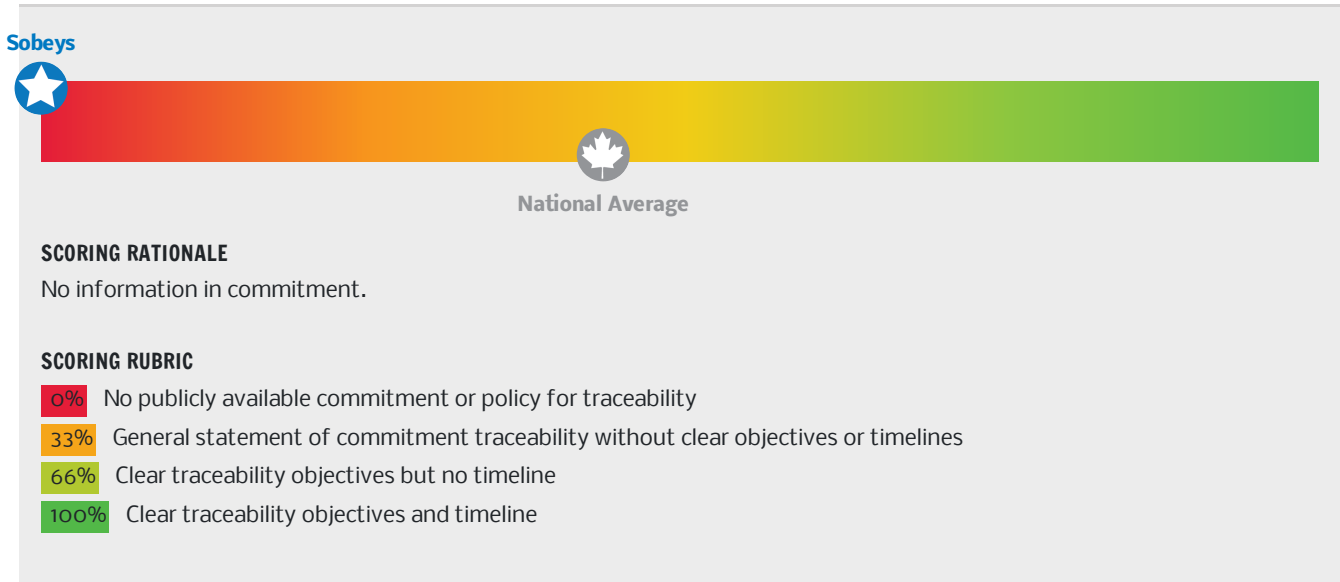
1.1 Has a publicly available commitment or policy to source more environmentally sustainable seafood



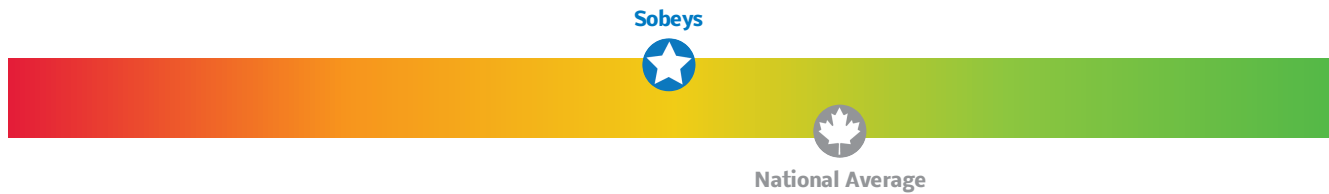
1.2 Has a publicly available commitment or policy to source more socially sustainable seafood



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?

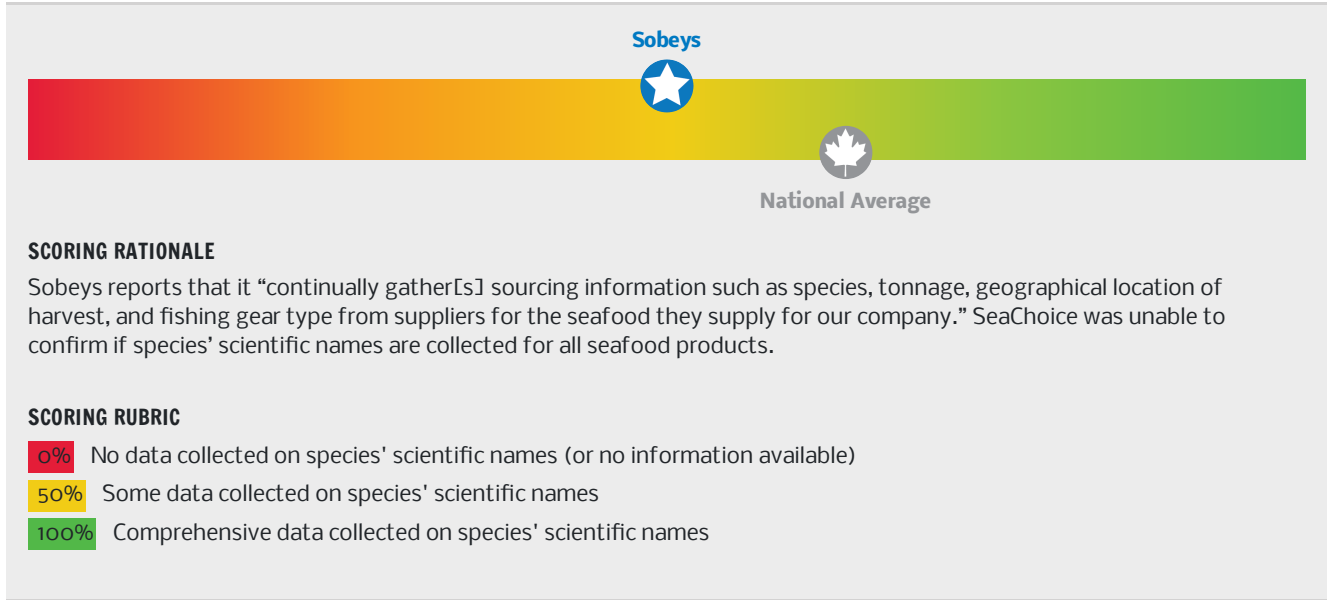


What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

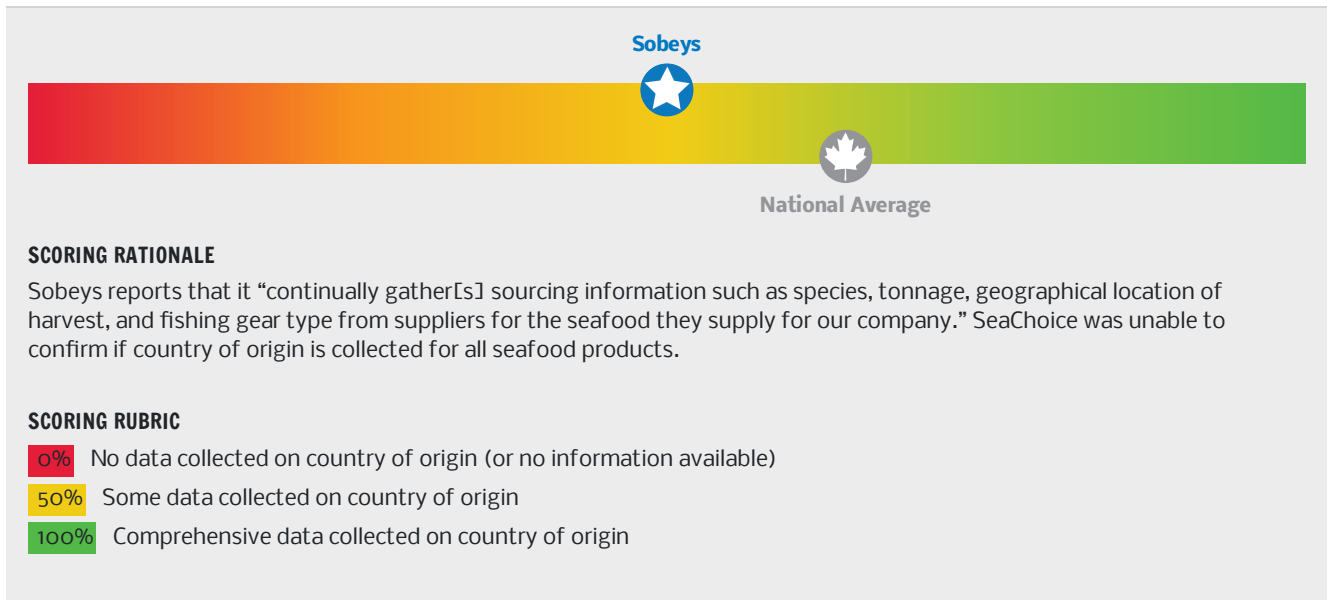
The step score is based on the average of Step 2 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

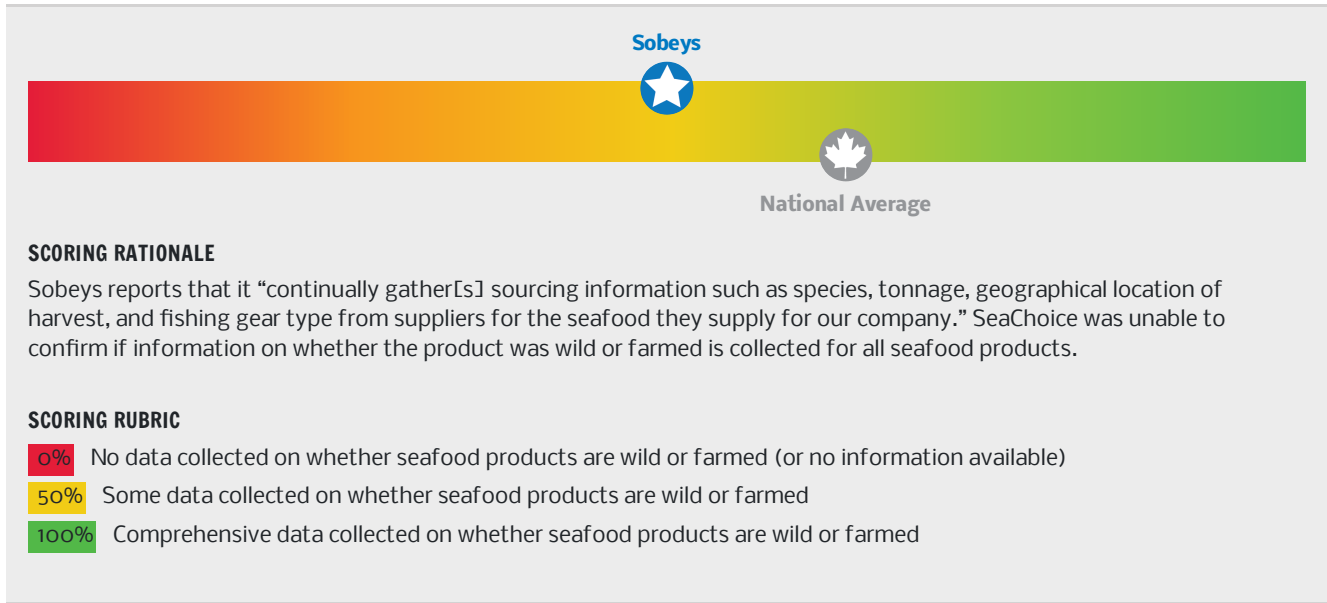
2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



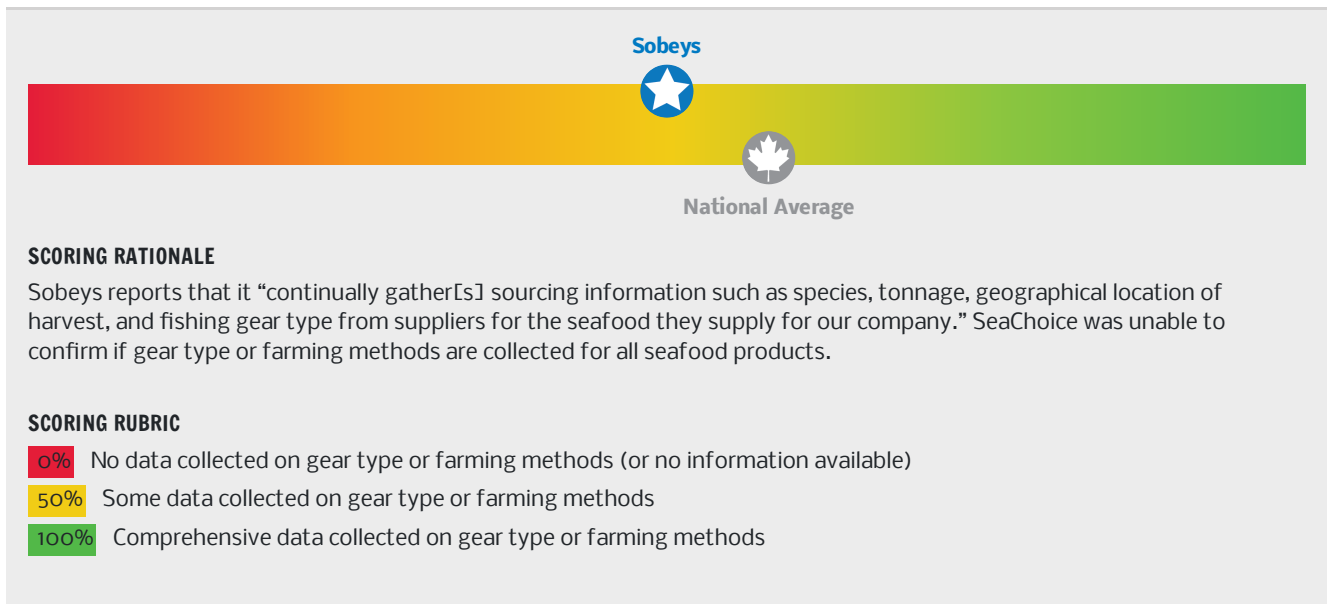
2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



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.

Sobeys




SCORING RATIONALE
No information in commitment.

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.

Sobeys



SCORING RATIONALE
No information in commitment.

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?

Sobeys



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)

Sobeys



National Average

SCORING RATIONALE

No information in commitment.

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

Sobeys



National Average

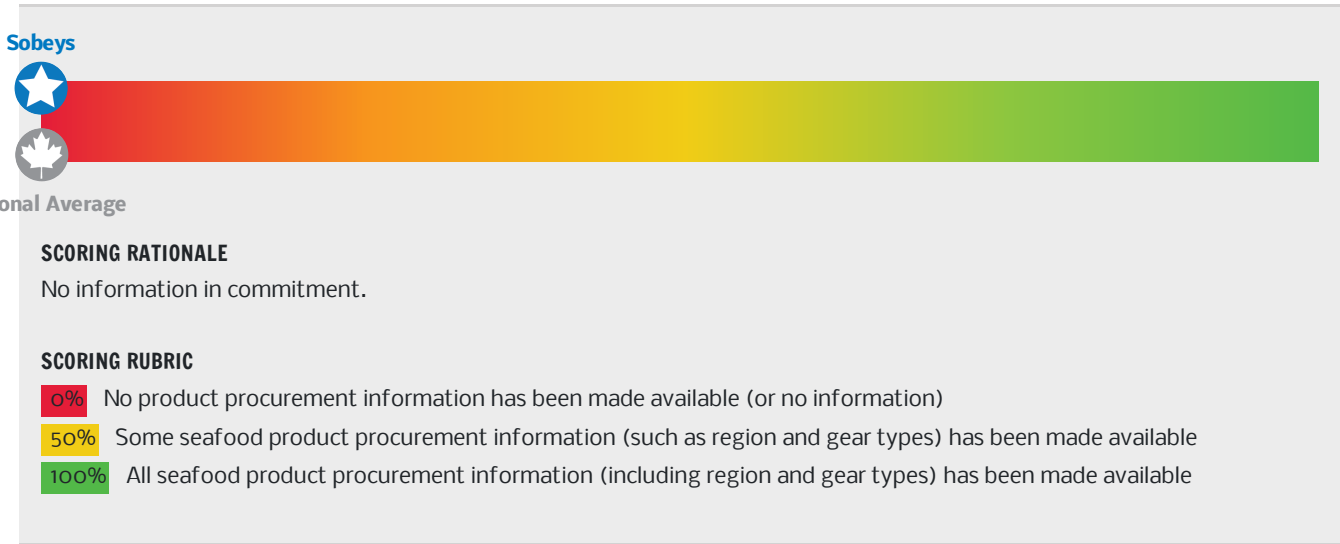
SCORING RATIONALE

No information in commitment.

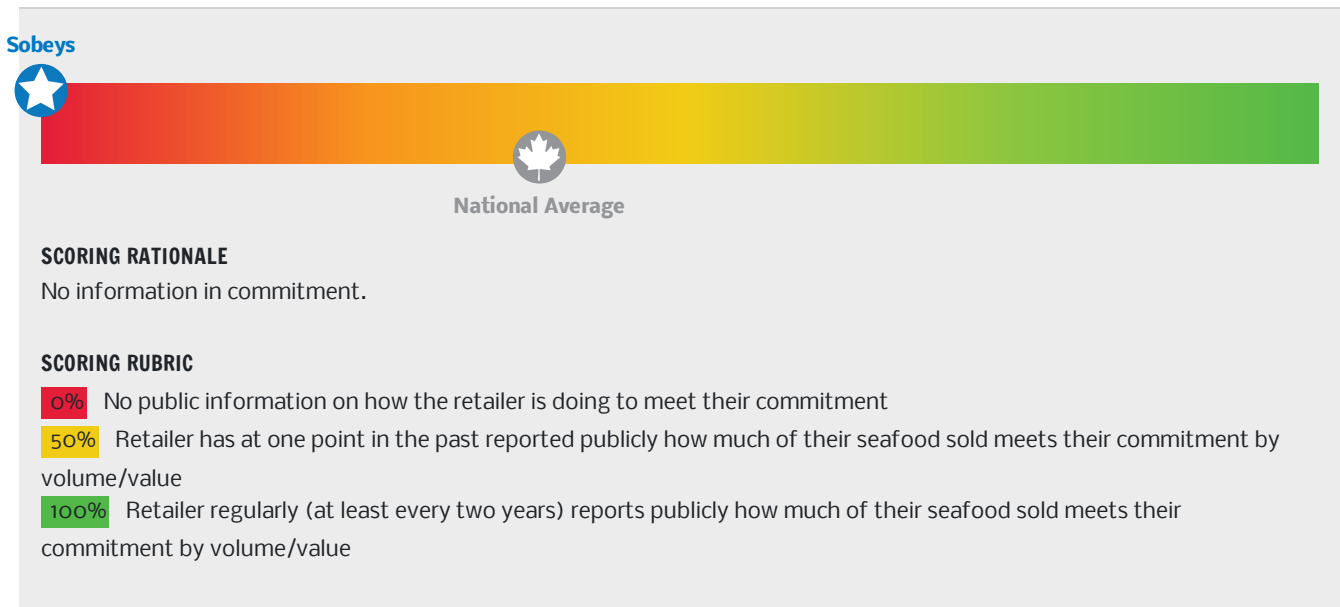
SCORING RUBRIC

- 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)



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

Sobeys



National Average

SCORING RATIONALE

No information in commitment.

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

Sobeys



National Average

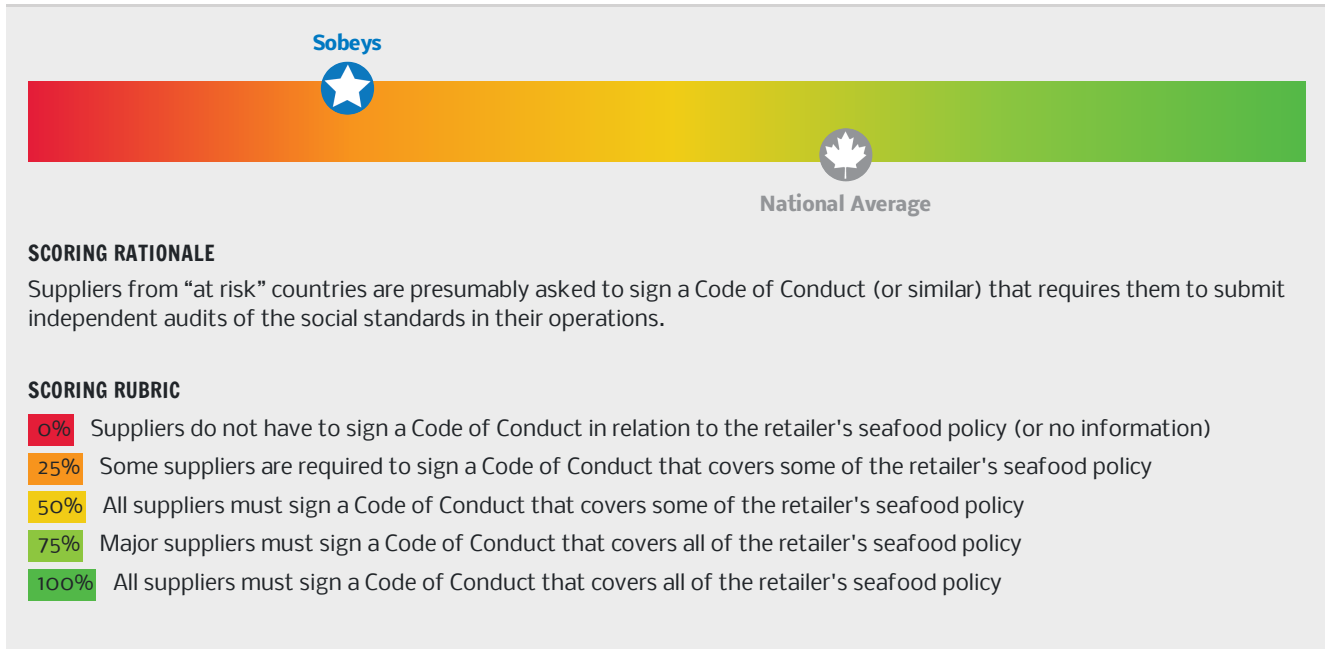
SCORING RATIONALE

No information in commitment.

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?

Sobeys



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?

Sobeys



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?

Sobeys



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?

Sobeys



National Average

SCORING RATIONALE

No information in commitment.

- 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?

Sobeys



National Average

SCORING RATIONALE

No information in commitment.

- 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