

SEAFOOD PROGRESS: WALMART CANADA



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

Throughout Canada (except for Nunavut)

NUMBER OF STORES

Over 400

GROSS REVENUE

Over \$30 billion

WEBSITE

<http://www.walmart.ca>

RETAILER SNAPSHOT

Walmart Canada's sustainable seafood commitment states that by 2025 (subject to "price, availability, quality, customer demand, and unique regulatory environments") all of its seafood products will be from:

- *Fisheries certified by the Marine Stewardship Council (MSC),
- *Farms certified by Best Aquaculture Practices (BAP), or
- *Fisheries or farms that are participating in credible improvement projects and/or are working towards achieving certifications.

Walmart has an extensive and detailed [Responsible Sourcing Program](#) and suppliers throughout the supply chain are expected to adhere to its standards regarding the ethical treatment of workers, workplace safety, environmental responsibility and business practices.

Building on this good supply chain engagement, SeaChoice recommends that Walmart Canada works to improve the labelling of the seafood products it sells to include information like species' scientific names and harvest method. SeaChoice also recommends that Walmart begins reporting on its progress towards meeting its sustainable seafood commitment. Including a description of Walmart's sustainable seafood commitment in store and training staff on Walmart's seafood policy would also help increase transparency and raise consumers' awareness of these important issues.

In the process of developing this profile, SeaChoice corresponded with Walmart Canada's sustainability lead and Walmart's partner environmental NGO, Sustainable Fisheries Partnership (SFP).

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

Walmart Canada



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

Walmart Canada


SCORING RATIONALE


Walmart Canada’s sustainable seafood commitment is that by 2025, all suppliers of their fresh and frozen (farmed and wild) seafood products are sourced from fisheries or farms certified as sustainable by the Marine Stewardship Council (MSC) or Best Aquaculture Practices (BAP), or by an equivalent program that follows FAO Guidelines and is recognized by the Global Sustainable Seafood Initiative. Walmart is also committed to sourcing from fisheries or farms that are actively working towards certification, or fisheries or farms that are engaged in improvement projects that have definitive and ambitious goals, measurable metrics and time bound milestones. The achievement of this commitment is subject to “price, availability, quality, customer demand, and unique regulatory environments”.


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

Walmart Canada 




National Average 


SCORING RATIONALE
 Walmart suppliers are expected to comply with Walmart's Standards for Suppliers and applicable Responsible Sourcing Program requirements. The Standards for Suppliers apply throughout the supply chain and set out Walmart's expectations of suppliers and their facilities regarding the ethical treatment of workers, workplace safety, environmental responsibility and appropriate business practices.


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.

Walmart Canada 



National Average 

SCORING RATIONALE
 Walmart's goal is to "build transparency and continuous improvement in the seafood supply chain" so it is "working with [its] suppliers and partners to track the management of fisheries from which [its] suppliers source".

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?

Walmart Canada 




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"




Walmart Canada 




National Average


SCORING RATIONALE
Walmart collects species names (common and Latin) for all of its seafood products (personal communication, S. Grimley, SFP, 22/05/2018).

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"




Walmart Canada 



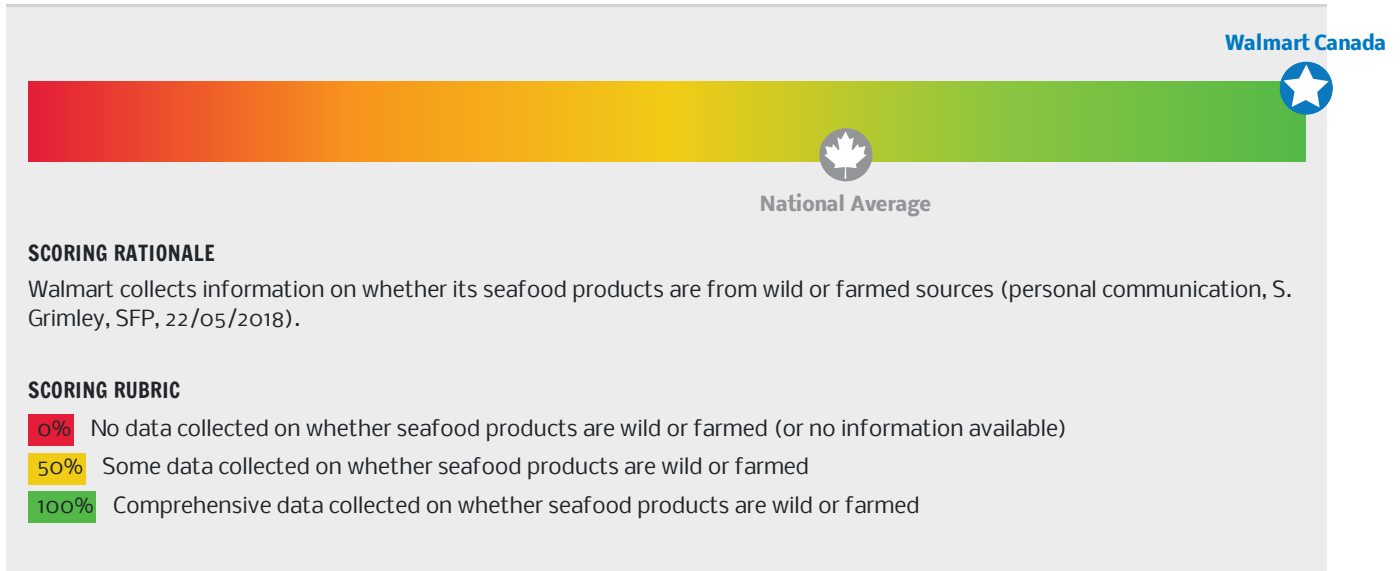
National Average

SCORING RATIONALE
Walmart collects country or region of catch for all of its seafood products (personal communication, S. Grimley, SFP, 22/05/2018).

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?

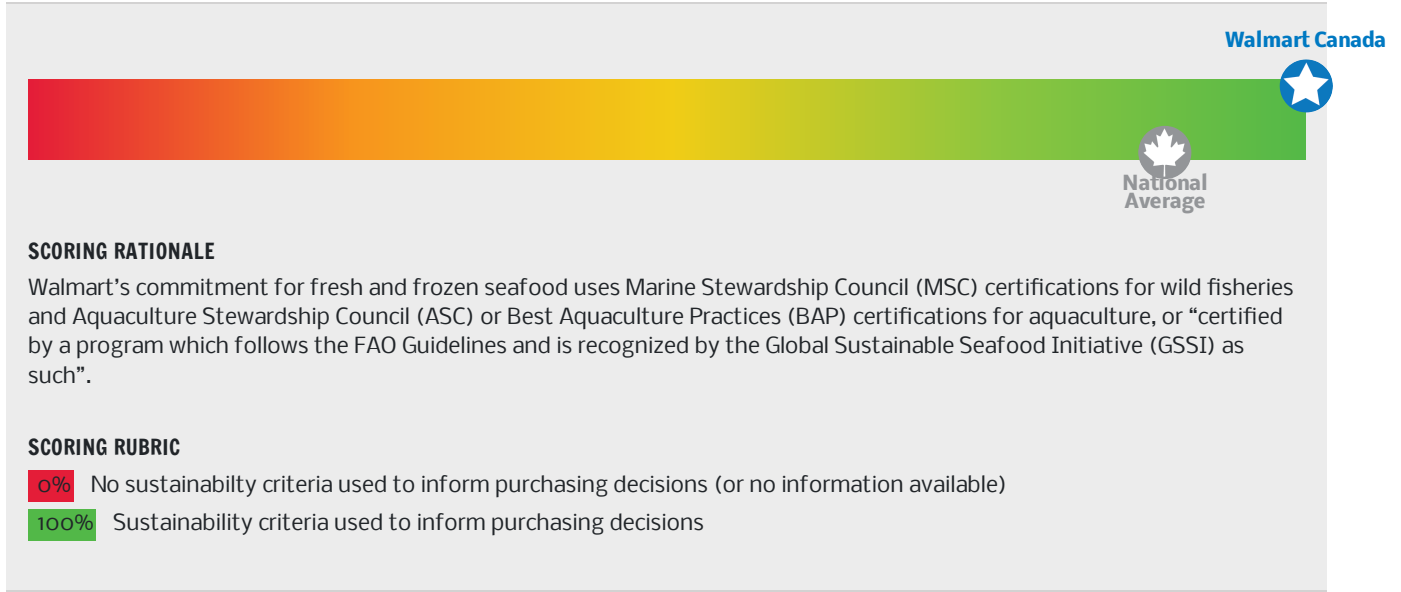


Are the retailer’s procurement decisions supporting their environmental and social sustainability commitments?

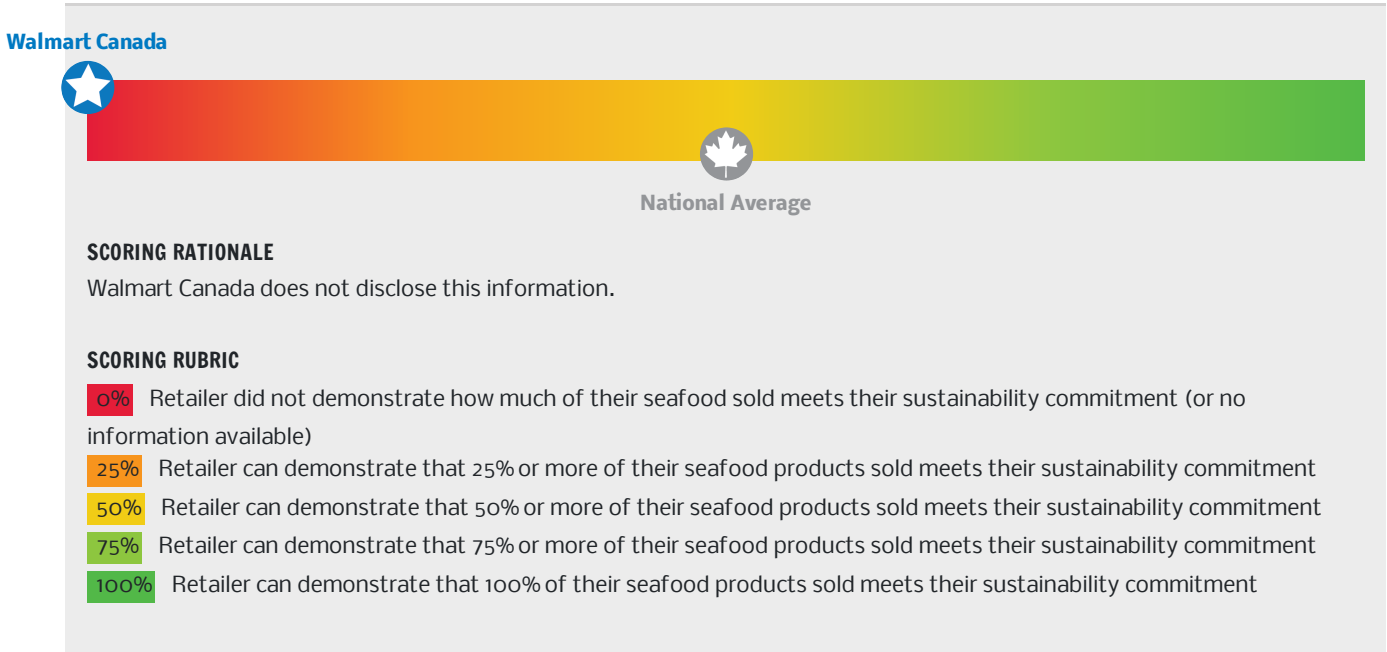
The step score is based on the average of Step 3 key performance indicators (step elements) listed below; click the + signs for more detailed information.

STEP ELEMENTS

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



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?

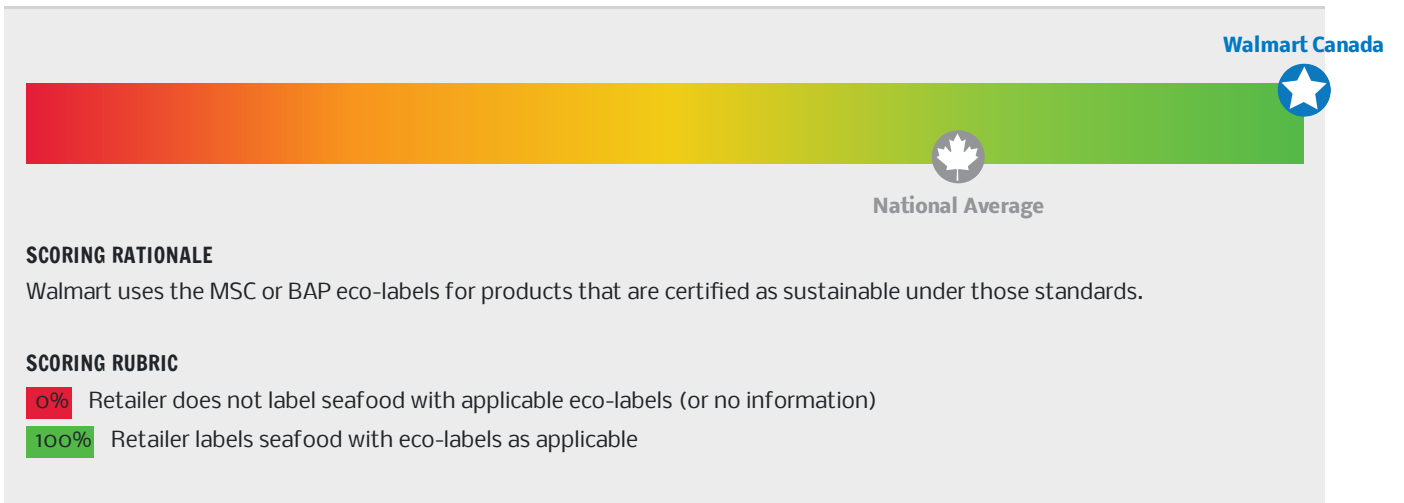
The step score is based on the average of Step 4 key performance indicators (step elements) listed below; click the + signs for more detailed information.

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)

Walmart Canada



National Average

SCORING RATIONALE

Walmart Canada does not currently disclose this information.

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).

Walmart Canada



National Average

SCORING RATIONALE

Walmart Canada does not disclose this information.

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?

Walmart Canada



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

Walmart Canada



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

Walmart Canada



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?

Walmart Canada



National Average

SCORING RATIONALE

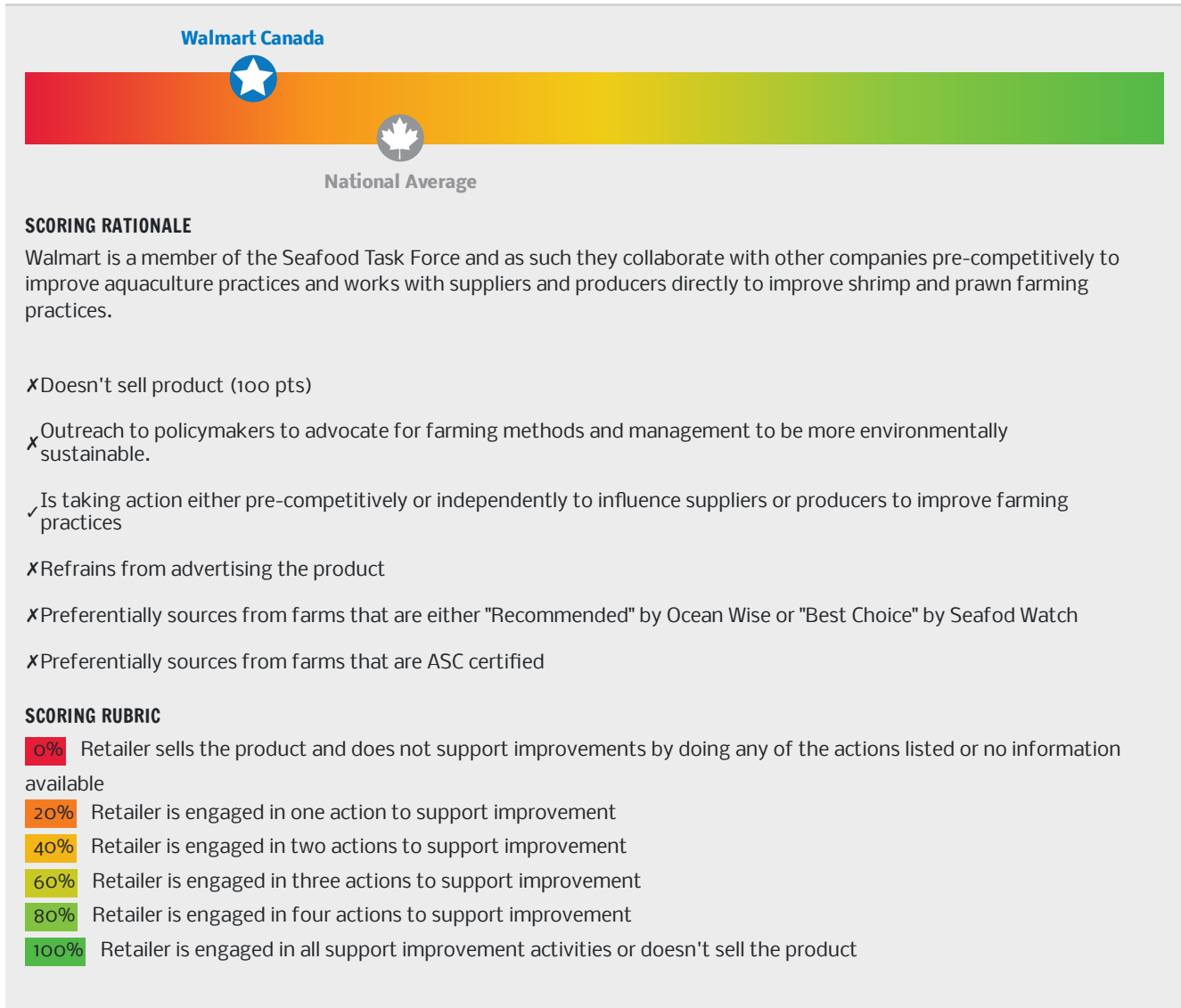
Walmart Canada is not currently engaged in any of these actions.

- 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?



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

Walmart Canada

National Average

SCORING RATIONALE

Walmart is committed to, by 2025, sourcing all canned light and white tuna from fisheries that are certified as sustainable by MSC or a program which follows FAO Guidelines on eco-labels and is recognized by the GSSI as such. Walmart preferentially sources from suppliers using better management fishing practices as validated through chain of custody (e.g. pole and line, free-school sets).

- ✗ Doesn't sell product (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 "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 or doesn't sell the product

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

Walmart Canada



National Average

SCORING RATIONALE

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

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?

Walmart Canada



National Average

SCORING RATIONALE

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

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