

## SEAFOOD PROGRESS: METRO



Seafood Progress profile as published in July 2021.

*Report generated on: August 24th, 2021*

### REPORTING PERIOD

August 2020 - July 2021

### LOCATION

Quebec and Ontario

### NUMBER OF STORES

942 food stores

### GROSS REVENUE

Over \$12 billion (2016)

### WEBSITE

<https://www.metro.ca>

## RETAILER SNAPSHOT










**Environmental Sustainability Commitment.** METRO's Sustainable Fisheries and Aquaculture policy is based on five principles: (1) healthy species, (2) responsible operating methods, (3) traceability of products (4) respect for workers and (5) socioeconomic development. METRO's policy applies to all of the seafood products sold in eight of its nine store banners. METRO requires its suppliers to sign its policy to uphold its commitment to sustainability and supports its policy with a clear and effective traceability system to document the supply chain from the fishing zone or farm, to the consumer. METRO verifies that its sustainability commitment is being upheld by conducting random DNA testing and verification, frequent product traceability tests and random checks on suppliers' chain of custody records. In 2020, METRO announced that it had met its goal of 100% of its private brand canned tuna meeting its criteria for sustainable fisheries, 100% of its private brand farmed salmon products being BAP certified, and that 97% of its private brand farmed shrimp products (by volume) were BAP certified (the other 3% are certified organic).

**Social Responsibility Commitment.** METRO's commitment to social responsibility includes clear objectives, expectations for seafood suppliers, a clear and effective traceability policy and a timeline for meeting the commitment.

**Scope of Commitment.** See below for information on which types of products are included in the scope of METRO's sustainable fisheries and aquaculture policy.

# COMMITMENT SCOPE

How retailers' sustainable seafood policies and commitments apply to different segments of their products.

<b>metro</b>	FRESH	FROZEN	SHELF STABLE
Grocery store brand			
Seafood company brand			
No brand			

 Retailer has made a commitment to all segments represented.

 Retailer does not sell products in this segment.

**Grocery store brands:** Owned and controlled by METRO

**Seafood company brands:** Owned by companies that supply many retailers

**No brand:** Fresh and frozen seafood packaged without branding

## WHAT CAN CONSUMERS DO TO HELP?

*Take action!*

METRO is well on its way towards best practice, but there is still important work to be done. Retailers listen closely to what **YOU** have to say. Leverage that power to drive important changes throughout the supply chain!

**Select a topic to ADVOCATE for METRO to improve.**

▶ Transparency

▶ Supporting Industry Improvements

Another way to take action is to let retailers know that their efforts are noticed and that you want them to continue on the path towards best practice.

**Select a topic to ACKNOWLEDGE METRO's efforts.**

- ▶ Social Responsibility
- ▶ Education
- ▶ Supporting Industry Improvements
- ▶ Transparency

**See below for the remainder of METRO's 2021 profile summary.**

- ▶ Other retailer information

Note: In the process of developing this profile, SeaChoice corresponded with Alexandra Leclerc, Sustainable Fisheries and Animal Welfare Specialist at METRO.

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



If it looks like you are only seeing the score for one year it is because the score did not change from year to year.

#### **STEP ELEMENTS**

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



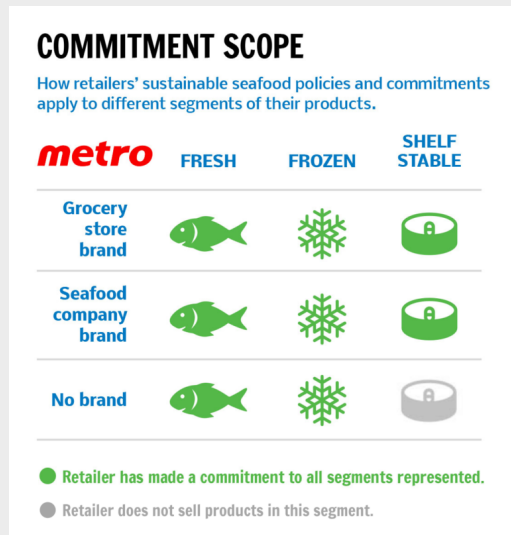
### SCORING RATIONALE

METRO's Sustainable Fisheries and Aquaculture policy is "based on five principles that address issues specific to the industry." These principles are: (1) healthy species, (2) responsible operating methods, (3) traceability of the products (4) respect for workers and (5) socioeconomic development.

METRO requires all its suppliers to demonstrate their ability to document, when asked, their chain of supply, extending back to the fishing vessel or farm.

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);
- 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 using best practices such as being 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 environmental sustainability commitment or policy
- 20%** General commitment to environmentally sustainable seafood without clear objectives, traceability policy or timelines
- 40%** Commitment to environmental sustainability that includes clear objectives for sustainable procurement, but no traceability policy or timelines
- 60%** Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise rankings, eco-certifications, etc.), but no traceability policy or timelines
- 80%** Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards and a clear and effective traceability policy, but no timeline
- 100%** Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards, a clear and effective traceability policy, and a timeline for meeting the commitment (unless the commitment has already been met).

### 1.2 Has a publicly available commitment or policy to source more socially responsible seafood?





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, forced labor or slavery. The expectations for METRO's suppliers are clearly laid out in its Code of Conduct, and METRO has set up a traceability system to document the supply chain from the fishing zone or farm, to the consumer.

**SCORING RUBRIC**

- 0% No publicly available social responsibility commitment or policy
- 20% General commitment to socially responsible seafood without clear objectives, traceability policy or timelines
- 40% Commitment to social responsibility includes clear objectives for socially responsible procurement (for example by referring to credible international standards such as ILO, UN Declaration, etc.), but no traceability policy or timelines
- 60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers, but no traceability policy or timelines.
- 80% Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy, but no timeline
- 100% Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, a clear and effective traceability policy, and a timeline for meeting the commitment (unless the commitment has already been met).

### 1.3 Does the retailer cover all banners that sell seafood in its sustainable seafood commitment?





National Average

**SCORING RATIONALE**

METRO's sustainable seafood policy covers 8 of its 9 banners. It intends to bring its remaining banner, Marché Adonis, under its commitment but have not yet determined a timeline.

**SCORING RUBRIC**

- 0% Retailer does not include any banners in its sustainable seafood commitment
- 25% Retailer includes 25% or more of its banners in its sustainable seafood commitment
- 50% Retailer includes 50% or more of its banners in its sustainable seafood commitment
- 75% Retailer includes 75% or more of its banners in its sustainable seafood commitment
- 100% Retailer includes 100% of its banners in its sustainable seafood commitment

### 1.4 Does the retailer cover all shelf stable and national brand products in its sustainable seafood commitment?



### STEP 2: IS THE RETAILER COLLECTING DATA TO SUPPORT THEIR COMMITMENT?



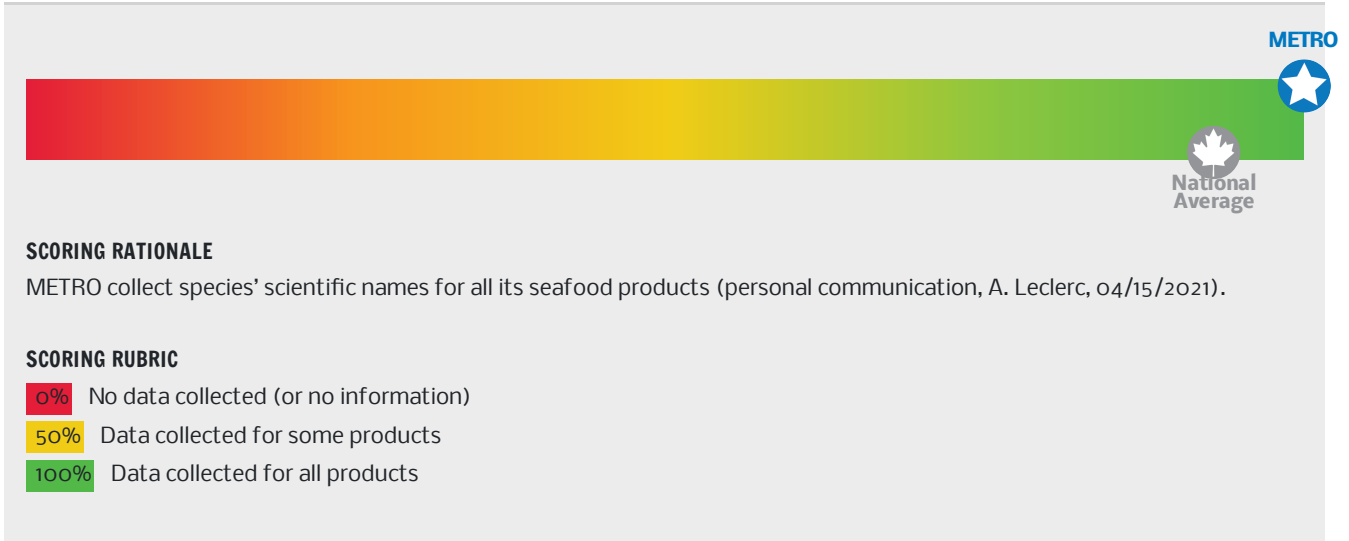
What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

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

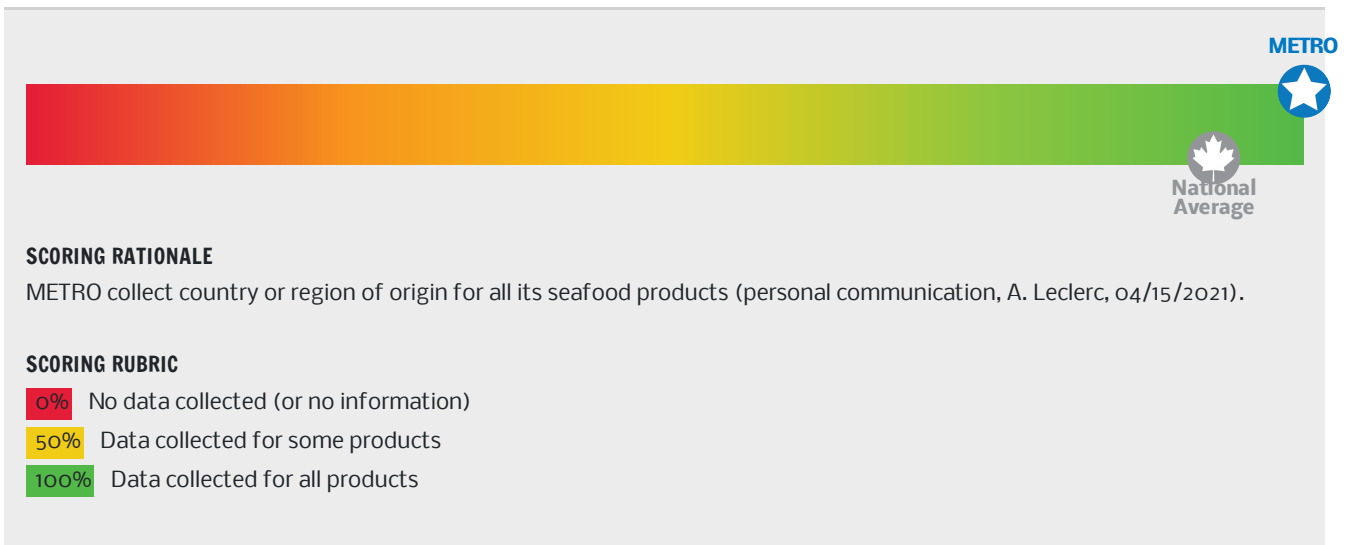
If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

#### STEP ELEMENTS

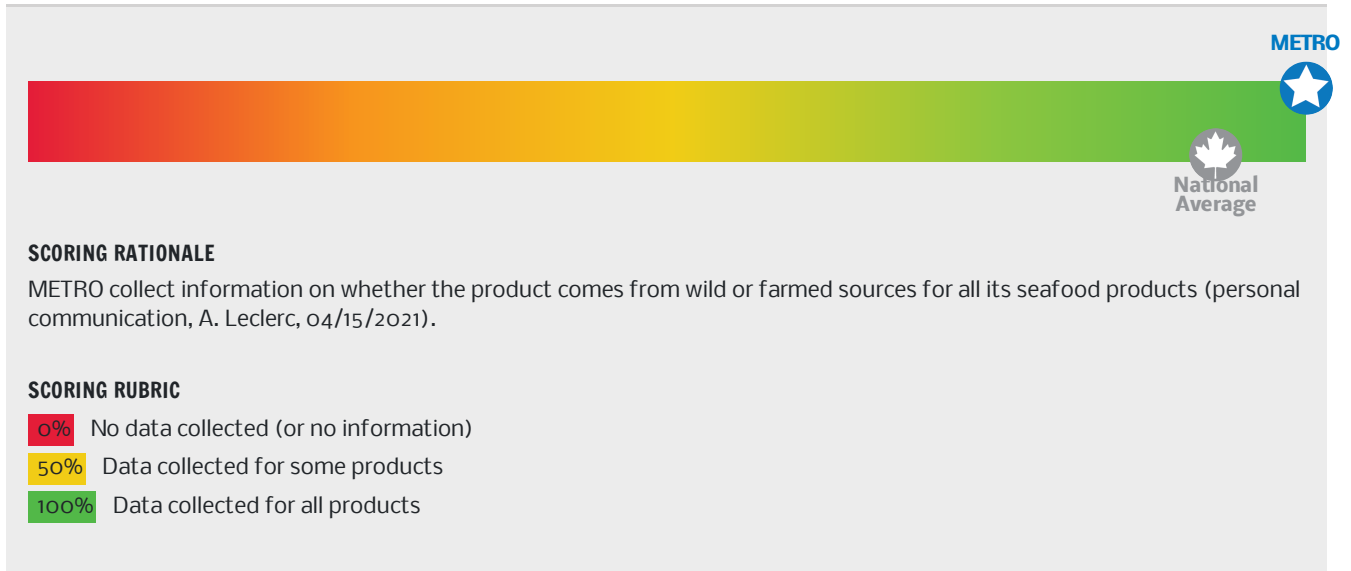
## 2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



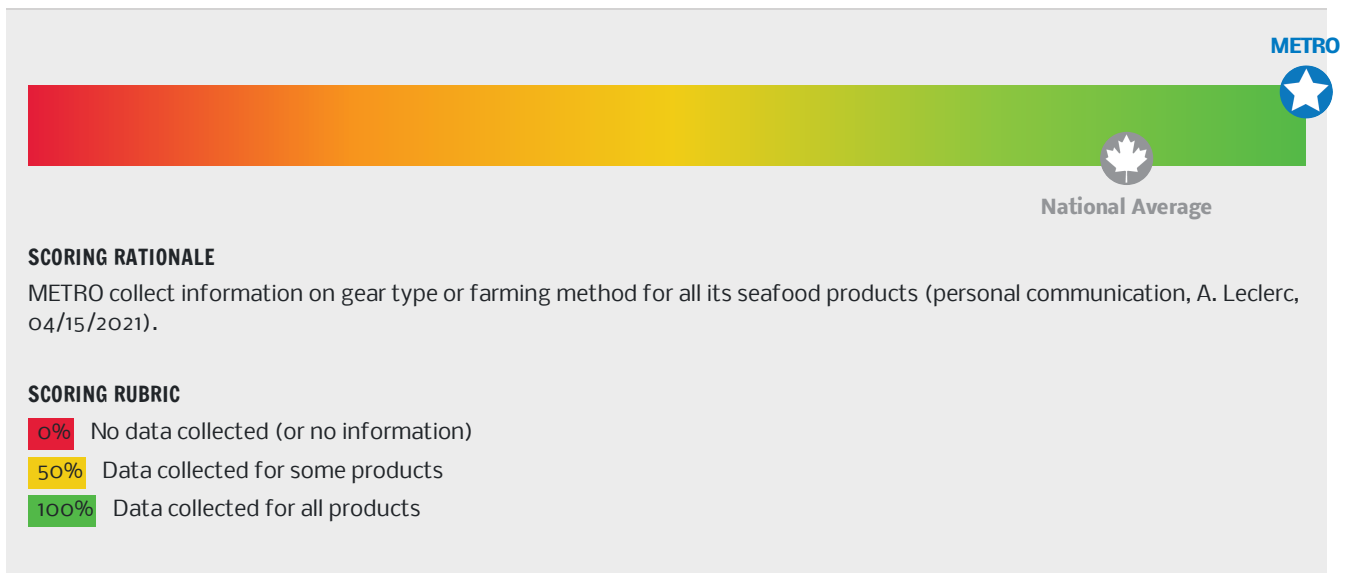
## 2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



### 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 (KPIs, or step elements) listed below; click the + signs for more detailed information.




Note that KPI 3.3 was changed in 2019 from “Retailer works with suppliers to address potential human rights and labour abuses, and support sustainable livelihoods for producers” to more specific indicators around retailers’ agreements with their suppliers/vendors to uphold their environmental and social commitments.

If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the ‘June 2019’ button below the score bar.

**STEP ELEMENTS**

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




**SCORING RATIONALE**  
METRO uses MSC, ASC, BAP 2 star plus, Global GAP and Organic certifications, ratings from Seafood Watch and the Ocean Wise Seafood Program, as well as independent criteria to inform its procurement decisions (personal communication, A. Leclerc, 04/15/2021).

**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.



**SCORING RATIONALE**

In its 2019 Fiscal Year Corporate Social Responsibility Report, METRO announced that it had met its goal of 100% of its private brand canned tuna meeting its criteria for sustainable fisheries, 100% of its private brand farmed salmon products being BAP certified, and that 96% of its private brand farmed shrimp products (by volume) were BAP certified (the other 4% are certified organic).

Overall for private brand products, 100% of products currently being sold are meeting METRO's sourcing commitments, and its fresh counter products are nearing 100% compliance (personal communication, A. Leclerc, 04/15/2021).

**SCORING RUBRIC**

- 0%** Retailer has not reported in last three years how much of their seafood sold meets their sustainability commitment (or no information available)
- 25%** percent or more of the retailer's seafood products sold meets their sustainability commitment
- 50%** percent or more of the retailer's seafood products sold meets their sustainability commitment
- 75%** percent or more of the retailer's seafood products sold meets their sustainability commitment
- 100%** percent of the retailer's seafood products sold meets their sustainability commitment

### 3.3 Suppliers are required to sign a code of conduct to uphold the retailer's environmental sustainability commitment.

METRO



National Average

#### SCORING RATIONALE

METRO's commercial agreements include both its Supplier Code of Conduct and its Sustainable Fisheries and Aquaculture Policy. In signing these commercial agreements, METRO's suppliers agree to uphold all the appendixes including those two documents. METRO is also committed to working with its suppliers "on a continuous basis to ensure that they comply with [METRO's] policies and that they continue to adopt the most responsible practices". METRO actively verifies that this commitment is being upheld by random DNA testing and verification, frequent product traceability tests, and random checks on suppliers' chain of custody records (personal communication, A. Leclerc, 04/15/2021).

#### SCORING RUBRIC

- 0%** Suppliers are not required to sign a code of conduct (or no information)
- 25%** Some suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment
- 50%** All suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment
- 75%** All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment
- 100%** All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment and the retailer actively verifies that this commitment is being upheld.

### 3.4 Suppliers are required to sign a code of conduct to uphold the retailer's social responsibility commitment.

**SCORING RATIONALE**

METRO's commercial agreements include its Supplier Code of Conduct, which includes respect for workers' rights across the supply chain (from small-scale to industrial fishermen, employees of aquaculture farms, and workers in processing plants; from METRO's Sustainable Fisheries and Aquaculture Policy). In signing their commercial agreement, METRO's suppliers agree to uphold all the appendixes, including the Code of Conduct. METRO does not yet have a system of verification in place beyond its traceability policy but it is in the process of developing a questionnaire that suppliers will be required to complete annually (personal communication, A. Leclerc, 04/15/2021).

**SCORING RUBRIC**

- 0%** Suppliers are not required to sign a code of conduct (or no information)
- 25%** Some suppliers are required to sign a code of conduct that covers some of the retailer's social responsibility commitment.
- 50%** All suppliers are required to sign a code of conduct that covers some of the retailer's social responsibility commitment.
- 75%** All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment.
- 100%** All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment and the retailer actively verifies that this commitment is being upheld.

### STEP 4: IS THE RETAILER TRANSPARENT ABOUT THEIR COMMITMENT?



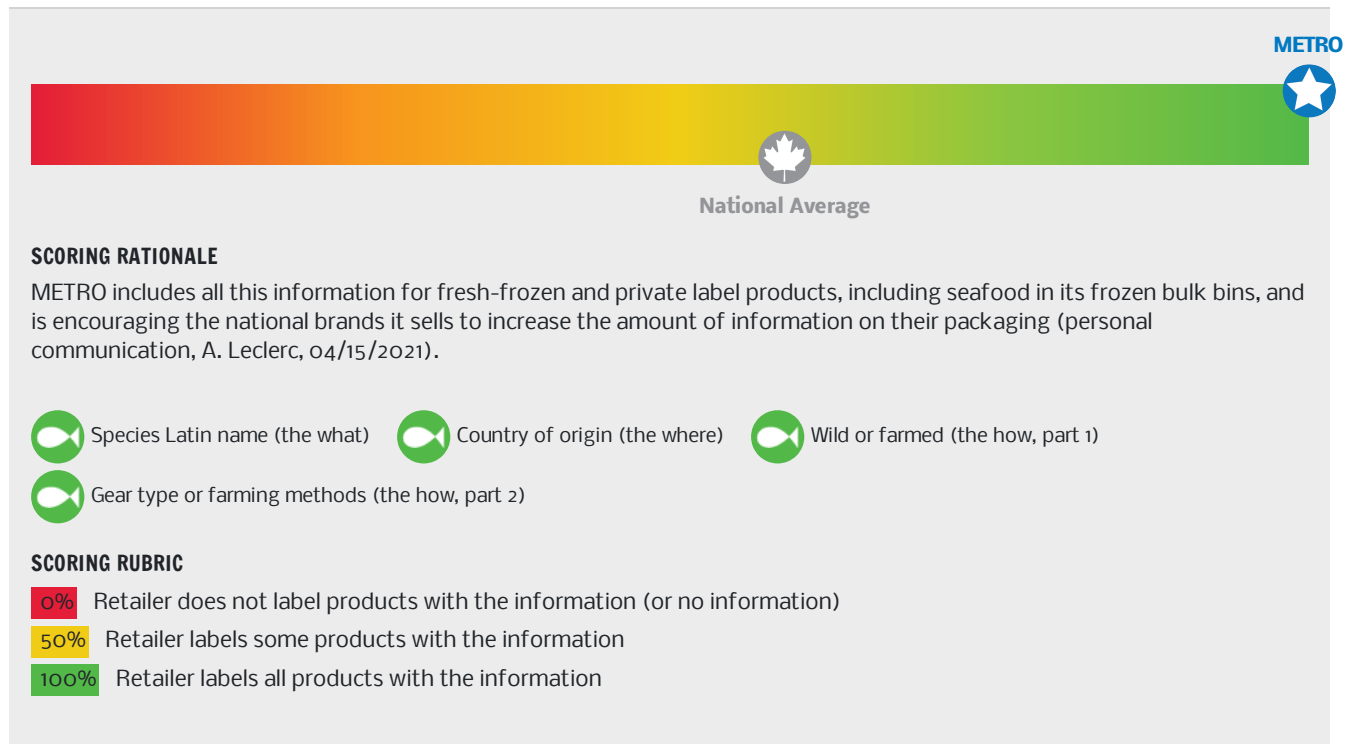
Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

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

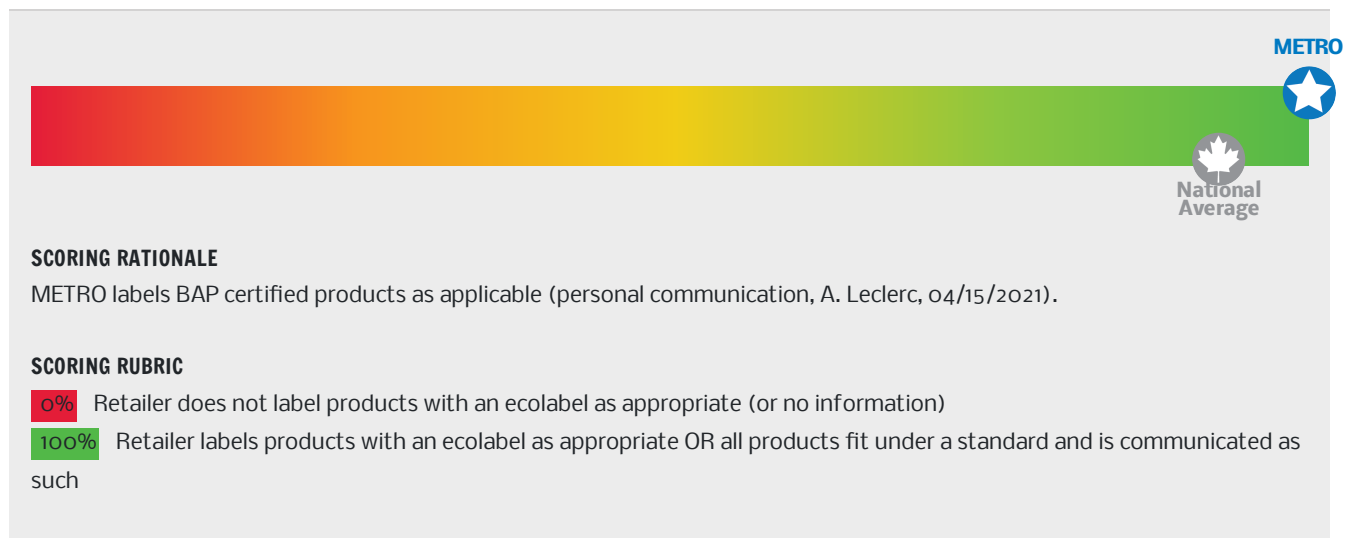
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#### STEP ELEMENTS

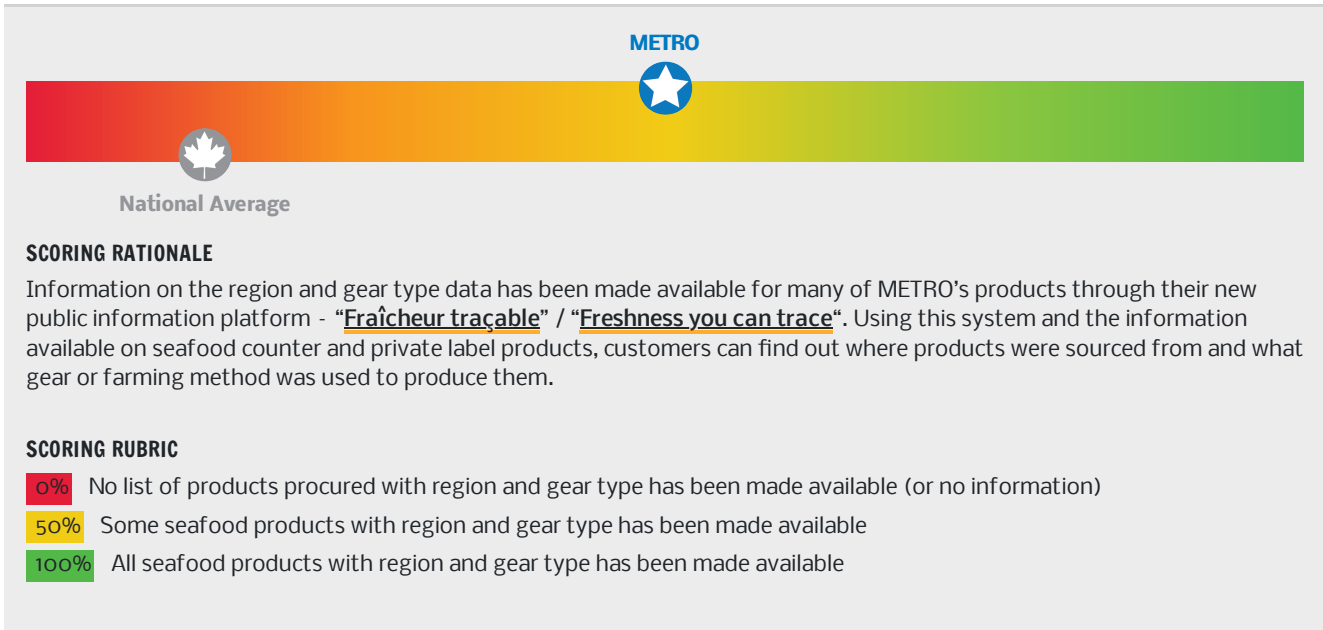
**4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species' scientific name), where (country or region of origin), and how (wild/farmed and harvest method)**



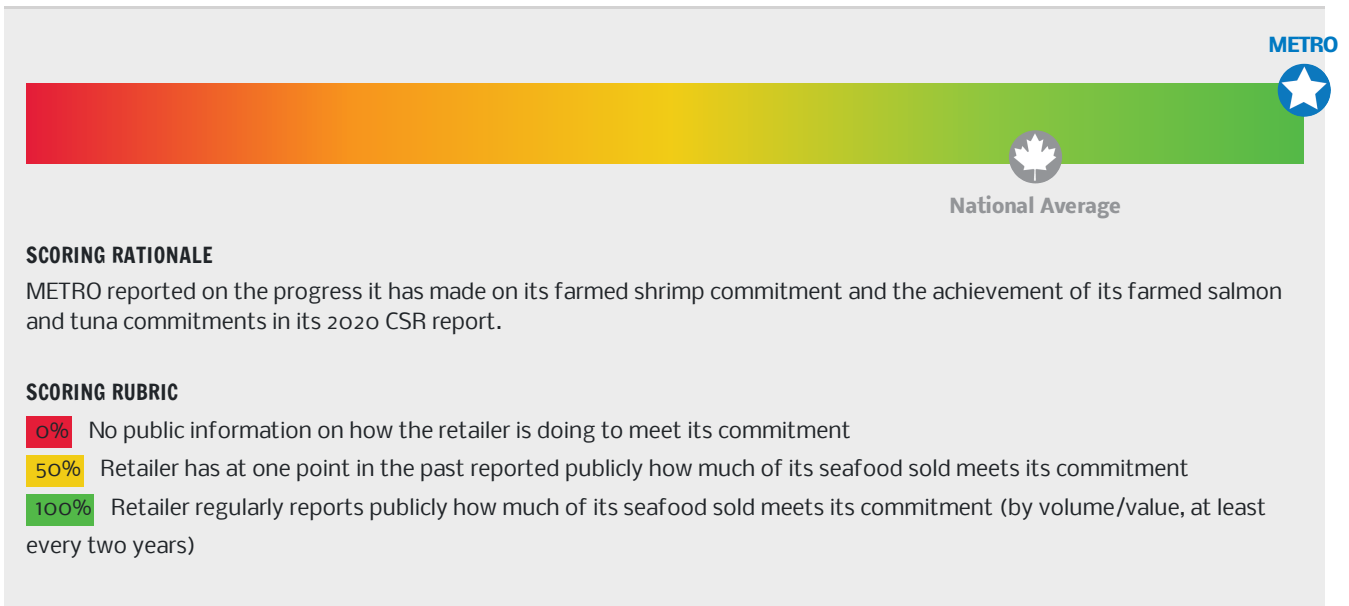
**4.2 Retailer labels products with an ecolabel, allowing consumers to make informed decisions OR all products fit under a standard and is communicated as such**



**4.3 List of products procured with region and gear type data has been made available (e.g. as per Ocean Disclosure Project)**



**4.4 Retailer publicly reports how much of its seafood meets its 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 (KPIs, or step elements) listed below; click the + signs for more detailed information.



Note that KPI 5.3 changed in 2019 from “Suppliers are required to sign a Code of Conduct to uphold the retailer’s sustainable seafood policy” (now covered by KPIs 3.3 and 3.4) to an indicator of what actions retailers have taken to educate their suppliers/vendors about their sustainable seafood commitment.

If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the ‘June 2019’ button below the score bar.

## STEP ELEMENTS

### 5.1 Training programs are conducted for seafood staff.









**National Average**


**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). In support of ongoing staff training, METRO periodically provides its employees with information on the implementation of its Sustainable Fisheries and Aquaculture Policy as well as on other interesting facts and issues related to fisheries and aquaculture through its online library (personal communication, A. Leclerc, 04/15/2021).


**SCORING RUBRIC**

	0% Training programs not conducted for seafood staff (or no information)
	50% Training programs sometimes conducted or for only some seafood staff
	75% Training programs conducted for all seafood staff, but infrequently (less than every two years)
	100% Training programs 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**



**METRO**

  
National Average


**SCORING RATIONALE**

All METRO stores with fresh fish counters have screens that outline METRO’s commitment to sourcing healthy species, using sustainable fishing and farming methods, guaranteeing traceability and supporting local economies. In the context of its “Fraîcheur traçable” / “Freshness you can trace” campaign, point-of-sale pamphlets have been developed for Quebec’s consumers. In addition to the in-store program, METRO has developed other tools to help inform consumers about its policy, including a special online booklet published in a major Quebec newspaper, LaPresse+ (personal communication, A. Leclerc, 04/15/2021).


**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 The retailer has taken actions to ensure its suppliers or vendors are aware of its sustainable seafood commitment or policy.**



**METRO**

  
National Average

**SCORING RATIONALE**

METRO’s commercial agreements include both its Supplier Code of Conduct and its Sustainable Fisheries and Aquaculture Policy. In signing their commercial agreement, METRO’s suppliers agree to uphold all the appendixes including those two documents. If suppliers are not willing or able to meet METRO’s requirements in terms of sourcing or traceability, then METRO will not source products from them (personal communication, A. Leclerc, 04/15/2021).

**SCORING RUBRIC**

- 0% The retailer has taken no actions OR no information available
- 25% The retailer sends its suppliers or vendors a copy of its sustainable seafood commitment or policy
- 50% The retailer shares its sustainable seafood commitment or policy and sometimes engages with its suppliers to help ensure the products they supply meet the retailer’s expectations.
- 75% The retailer shares its sustainable seafood commitment or policy and regularly engages with its suppliers to help ensure the products they supply meet the retailer’s expectations.
- 100% The retailer shares its sustainable seafood commitment or policy, has a clear strategy to engage with its suppliers and provides direct support (e.g. training, resources) to help ensure all seafood product are procured in line with its policies.

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



**METRO**





**National Average**

Does the retailer sell 'Priority Seafood' products (seafood that has high volume of sales in Canadian retail stores and that is generally not recommended by the Ocean Wise Seafood Program), and if so, do they support improvement and how?

The step score is based on the average of Step 6 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

Note that this Step was changed significantly in 2019 to introduce two additional 'Support Improvement' actions for each of the Priority Seafood products. This means that if a retailer was engaged in the same actions in 2019 as in 2018, and no more, their score will appear to have decreased). Additionally, KPIs 6.4 and 6.5 on other SeaChoice priority seafood products were generalized into a new KPI that allows retailers to showcase any other actions they are taking to support improvement of specific seafood products (besides shrimp, farmed salmon and skipjack), or to support improvements in seafood sustainability in general.

If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

**STEP ELEMENTS**

## 6.1 Does the retailer support improvements in the production of farmed Atlantic salmon (either Canadian produced or imported)?



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

METRO



National Average

### SCORING RATIONALE

METRO imports shrimps and prawns from farms with BAP, ASC or Organic certification. Where possible, METRO sources shrimp and prawns that are rated “Best Choice” (Green) by Seafood Watch (personal communication, A. Leclerc, 04/15/2021). METRO also prioritizes products with high levels of social responsibility and traceability by requiring shrimp and prawn suppliers in particular to sign a letter of guarantee every year that no child labor, forced labor or slavery was involved in the production of their products (personal communication, A. Leclerc, 04/15/2021).

- ✓ Only sells farmed shrimp and prawn products that meet the highest bars for sustainability, i.e. are certified by ASC or BAP, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts)
- ✗ Outreach to policymakers to advocate for shrimp and prawn farming management to be more environmentally sustainable and/or socially responsible
- ✗ Collaborating with other companies pre-competitively to improve shrimp and prawn farming practices
- ✗ Works with suppliers or producers directly to improve shrimp and prawn farming practices
- ✗ Refrains from advertising versions of this product that are not ASC or BAP certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- ✗ Preferentially procures shrimp and prawns from sources that are ASC or BAP certified, Recommended by Ocean Wise or Best Choice by Seafood Watch
- ✗ Sourcing decisions also prioritize products with high levels of social responsibility and traceability

### SCORING RUBRIC

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five 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?



**SCORING RATIONALE**

METRO preferentially sources from tuna fisheries that are rated by Seafood Watch as “Best Choice” (Green), which use manual and selective fishing techniques such as pole and line, and from suppliers who can provide full traceability, including the catching vessel and canning facility (personal communication, A. Leclerc, 04/15/2021).

- Only sells skipjack tuna products that meet the highest bars for sustainability, i.e. are certified by MSC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts)
- Outreach to policymakers to advocate for skipjack fishing methods and management to be more environmentally sustainable and/or socially responsible
- Collaborating with other companies pre-competitively to improve skipjack fishery management practices
- Works with suppliers or producers directly to improve skipjack fishing practices
- Refrains from advertising versions of this product that are not MSC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- Preferentially sources from more sustainable sources that are MSC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch
- Sourcing decisions also prioritize products with high levels of social responsibility and traceability

**SCORING RUBRIC**

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five actions to support improvement
- 100% Retailer is engaged in all support improvement activities or doesn't sell the product

**6.4 Is the retailer engaged in any actions to improve production of any other seafood products?**

