

SEAFOOD PROGRESS: WALMART CANADA



Seafood Progress profile as published in July 2021.

Report generated on: August 24th, 2021

REPORTING PERIOD

August 2020 - July 2021

LOCATION

Throughout Canada (except for Nunavut)

NUMBER OF STORES

Over 400

GROSS REVENUE

Over \$30 billion

WEBSITE

<http://www.walmart.ca>

RETAILER SNAPSHOT

Environmental Sustainability Commitment. Walmart Canada's commitment is that by 2025 all its seafood will be sourced from Marine Stewardship Council (MSC) or Best Aquaculture Practices (BAP) certified fisheries or farms or by an equivalent program that follows FAO Guidelines and is recognized by the Global Sustainable Seafood Initiative, and that a traceability policy will be in place to support this commitment. In May 2021, Walmart reported that 84% of its fresh and frozen (not canned) seafood had met its commitment. 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".

Social Responsibility Commitment. Walmart'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 Walmart Canada's sustainable seafood policy.

COMMITMENT SCOPE

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

Walmart Canada 	FRESH	FROZEN	SHELF STABLE
Grocery store brand			
Seafood company brand			
No brand			

- = Retailer has made a commitment to this segment
- = Retailer has not made a commitment to this segment
- = Retailer does not sell products in this segment

Grocery store brands: Owned and controlled by Walmart Canada
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!

Walmart Canada 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 Walmart Canada to improve.

- ▶ Supporting Industry Improvements
- ▶ Education
- ▶ Transparency

Select a topic to ACKNOWLEDGE Walmart Canada's efforts.

▶ Commitment

▶ 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.

See below for the remainder of Walmart Canada's 2021 profile summary.

▶ Other retailer information

Note: In the process of developing this profile, SeaChoice corresponded with Walmart Canada manager of sustainability, and with Walmart's environmental NGO partner, Sustainable Fisheries Partnership.

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

Walmart Canada



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

Walmart Canada’s sustainable seafood commitment is that by 2025, all suppliers of its fresh and frozen (farmed and wild) seafood products, and canned tuna, 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, and has traceability in place to support this commitment. 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”.

COMMITMENT SCOPE

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


Walmart Canada	FRESH	FROZEN	SHELF STABLE
Grocery store brand			
Seafood company brand			
No brand			


● = Retailer has made a commitment to this segment
 ● = Retailer has not made a commitment to this segment
● = Retailer does not sell products in this segment

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?

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. Walmart has a well-developed traceability policy to verify compliance with its social responsibility commitment, and this is verified through the use of social, safety and environmental compliance audits which follow a risk-based approach.

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?

Walmart Canada 



National Average

SCORING RATIONALE

Walmart Canada covers all of its stores in its sustainable seafood commitment.

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"




Walmart Canada 





National Average


SCORING RATIONALE
Walmart collects species names (common and scientific) for all of its seafood products covered under its sustainability commitment (personal communication, S. Grimley, SFP, 04/29/2021).


SCORING RUBRIC

-  0% No data collected (or no information)
-  50% Data collected for some products
-  100% Data collected for all products

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 covered under its sustainability commitment (personal communication, S. Grimley, SFP, 04/29/2021).

SCORING RUBRIC

-  0% No data collected (or no information)
-  50% Data collected for some products
-  100% Data collected for all products

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.

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STEP ELEMENTS

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



Walmart Canada

National Average


SCORING RATIONALE


Walmart’s commitment for fresh and frozen seafood uses Marine Stewardship Council (MSC) certifications for wild fisheries and Aquaculture Stewardship Council (ASC) or Best Aquaculture Practices (BAP) certifications for aquaculture, or “certified by a program which follows the FAO Guidelines and is recognized by the Global Sustainable Seafood Initiative (GSSI) as such”. Canned light and white tuna suppliers must additionally comply with International Sustainable Seafood Foundation (ISSF) conservation measures from vessels on the Pro-active Vessels Register (personal communication, Walmart Canada Manager, Sustainability, 04/29/2021).


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.

Walmart Canada





National Average


SCORING RATIONALE

Walmart Canada currently sources 84% of its fresh and frozen seafood in line with its sustainability policy and plans to include its national brand and private label shelf stable seafood in its reporting next year. At the end of 2020, Walmart Canada met its commitment to get 100% of its private label canned tuna certified MSC.

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.

Walmart Canada





National Average

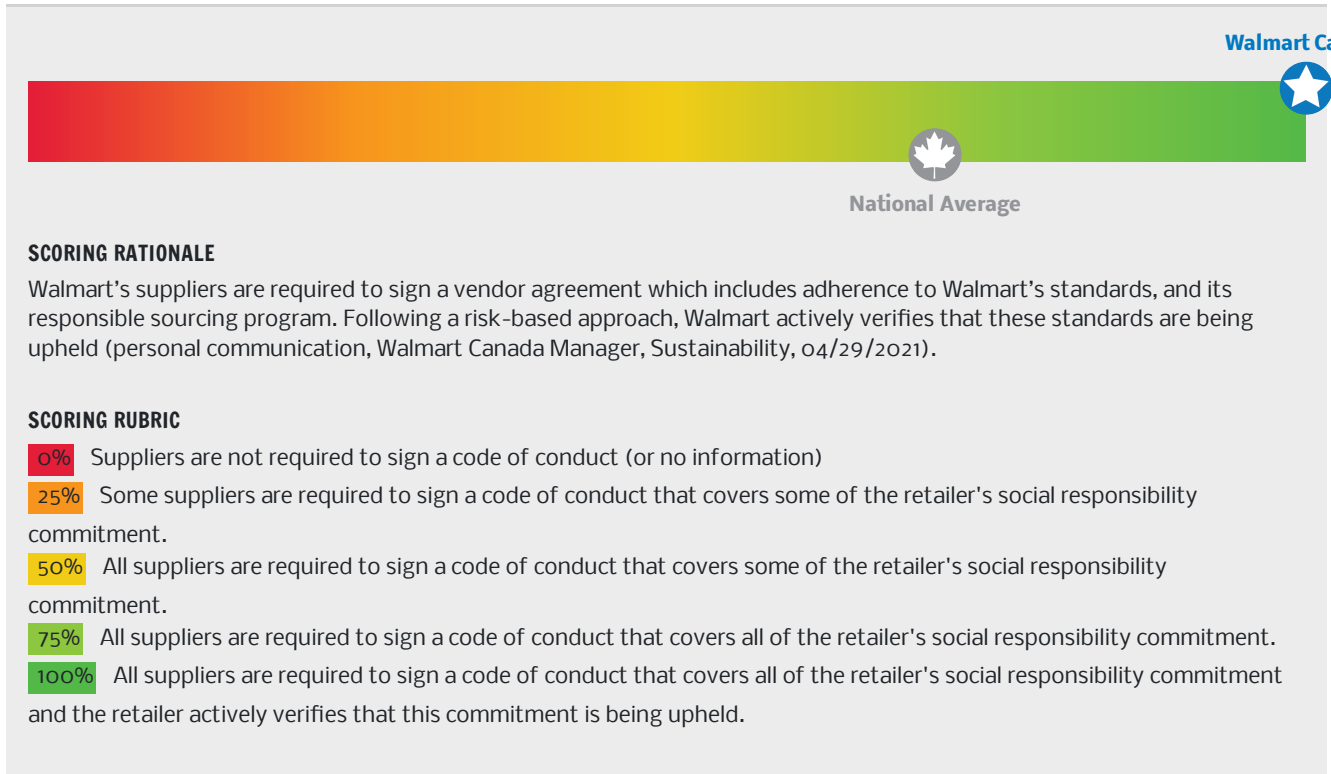
SCORING RATIONALE

Walmart's suppliers sign a vendor agreement to ensure they will abide by all of Walmart's policies, which includes the responsible sourcing policies. However, only some suppliers agree to the Seafood Policy requirements, based on the product being sourced (personal communication, Walmart Canada Manager, Sustainability, 04/29/2021).

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.



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

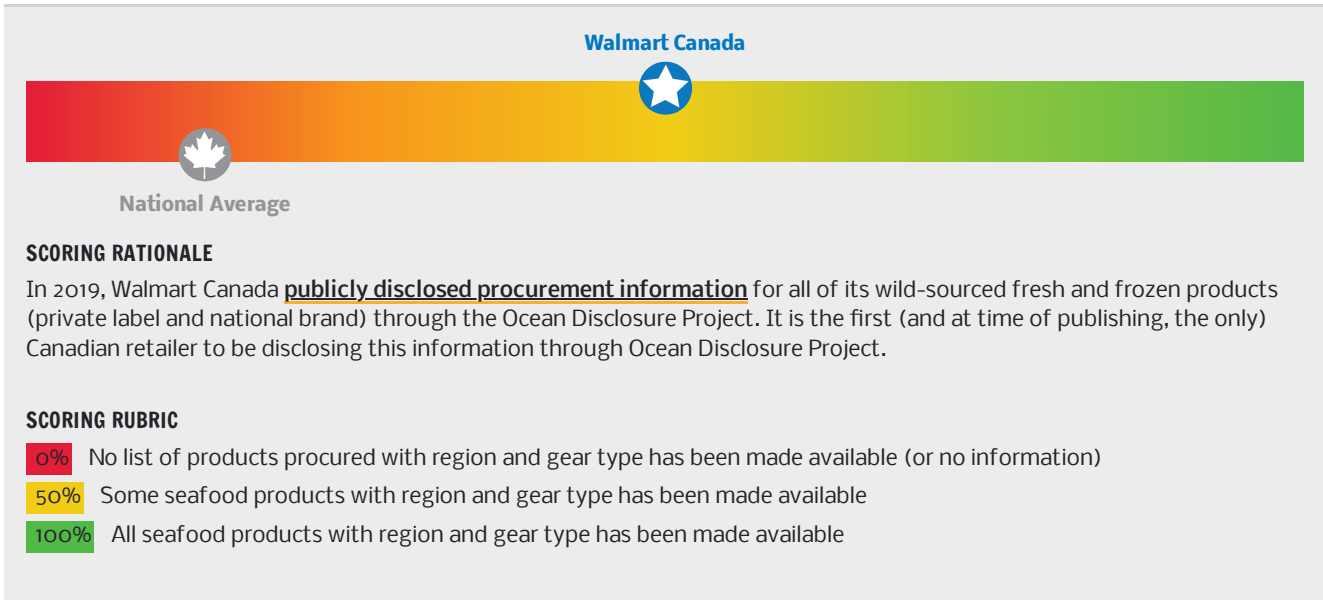
4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species' scientific name), where (country or region of origin), and how (wild/farmed and harvest method)



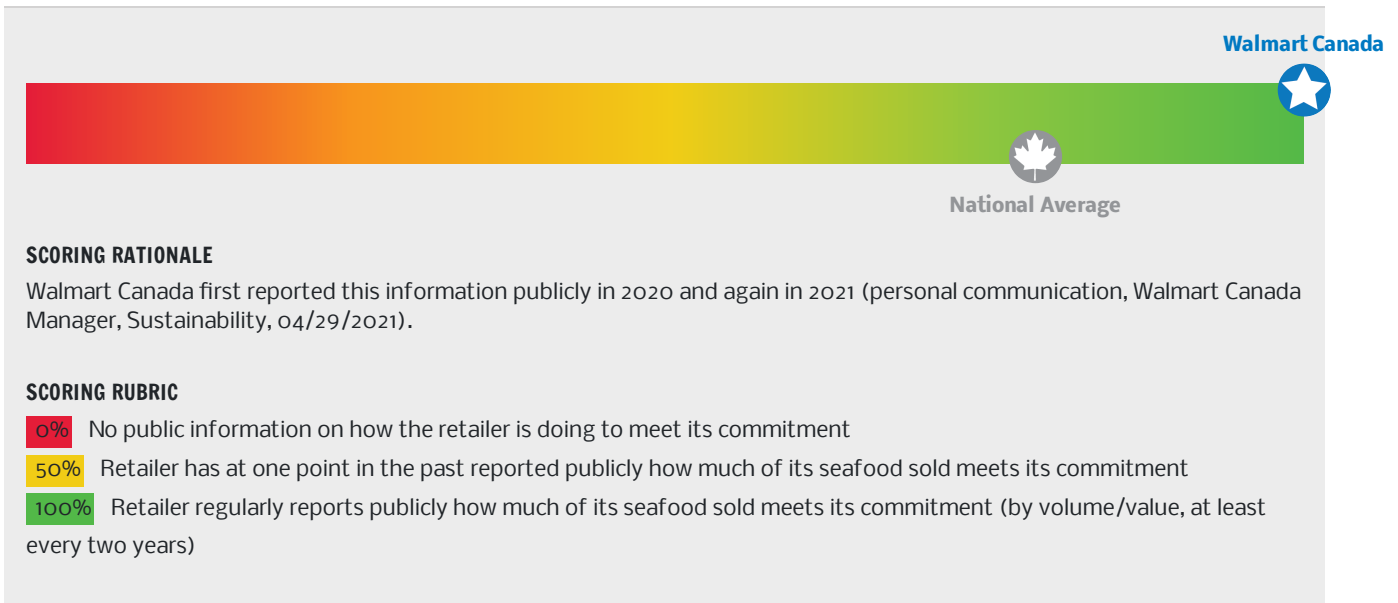
4.2 Retailer labels products with an ecolabel, allowing consumers to make informed decisions OR all products fit under a standard and is communicated as such



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.

Walmart Canada

National Average

SCORING RATIONALE
 Walmart Canada does not have ‘seafood counter staff’ in its stores because it doesn’t have seafood counters - rather it sells products prepackaged in freezers and coolers. Walmart does conduct training for staff responsible for seafood purchasing on a regular basis to ensure they are familiar with Walmart’s policy and progress to goal (personal communication, Walmart Canada Manager, Sustainability, 04/29/2021).

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

Walmart Canada

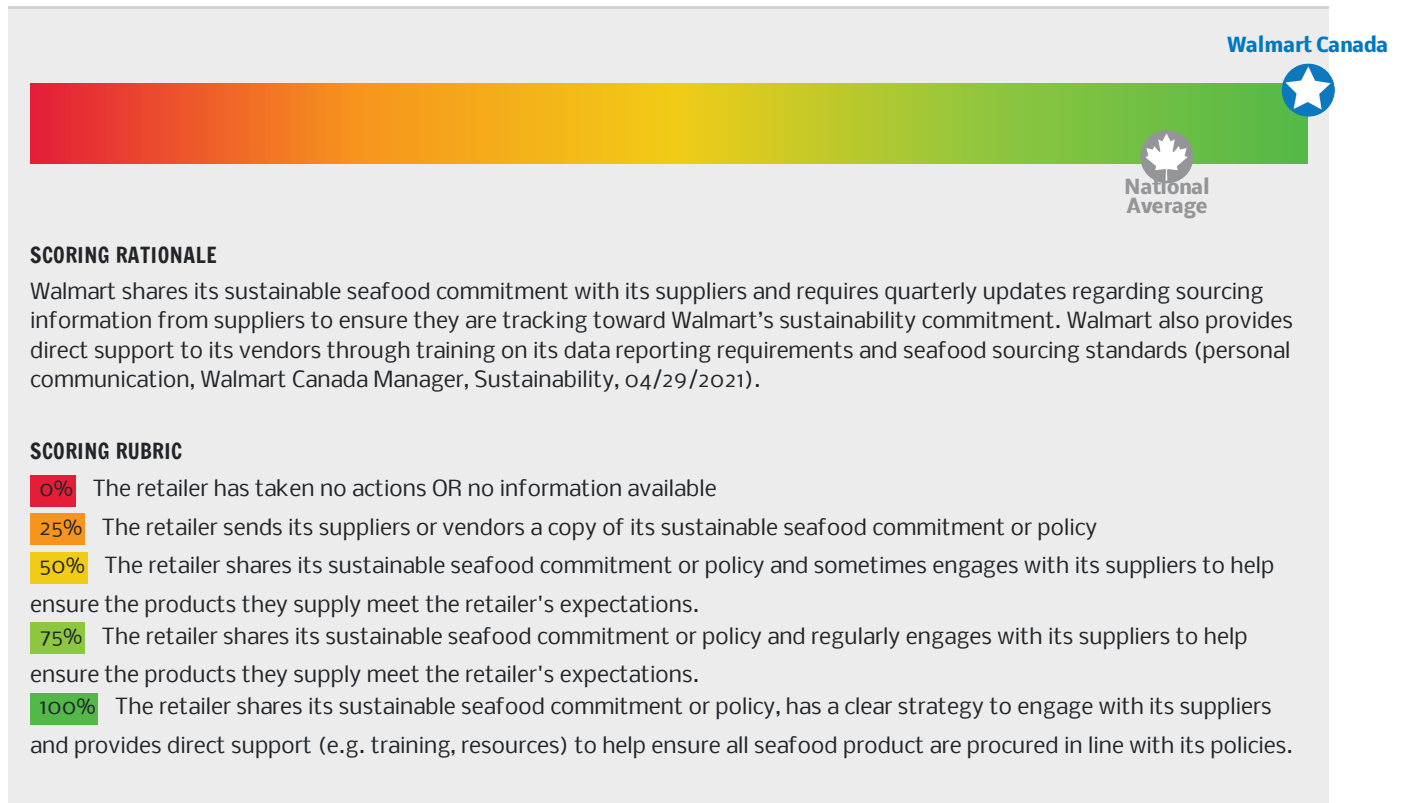
National Average

SCORING RATIONALE
 Walmart currently does not have information on its seafood policy in its stores.

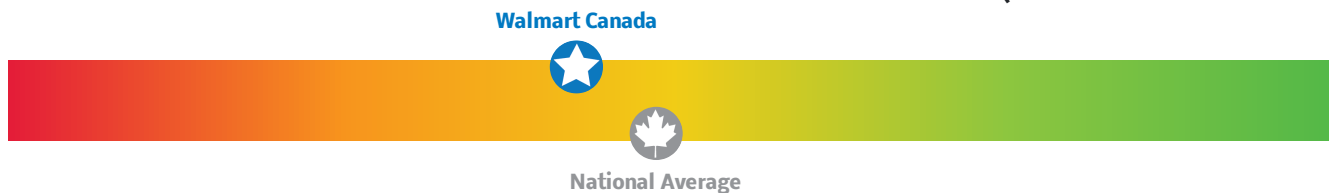
SCORING RUBRIC

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



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



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)?

Walmart Canada



National Average

SCORING RATIONALE

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

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

SCORING RUBRIC

- 0% 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 improvement activities or doesn't sell the product
- 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?



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

