

## SEAFOOD PROGRESS: LOBLAW



Legacy report of this retailer's Seafood Progress profile as published in July 2019.

Report generated on: August 8th, 2019

### REPORTING PERIOD

June 2019 - May 2020

### LOCATION

Across Canada

### NUMBER OF STORES

Almost 2,500

### GROSS REVENUE

\$45.4 billion (2015)

### WEBSITE

<http://www.loblaw.ca>

## RETAILER SNAPSHOT

Loblaw's sustainable seafood commitment is that all seafood sold in its stores will be from sustainable sources. Loblaw define this as fisheries certified by the Marine Stewardship Council (MSC), farms certified by the Aquaculture Stewardship Council (ASC) or products certified by an equivalent standard, "acceptable sources with conditions, or sources making meaningful progress toward sustainability". In 2019, Loblaw's score for reporting progress against their procurement commitment increased as a result of their disclosure through Seafood Progress.

Loblaw's suppliers must sign a Code of Conduct that sets out mandatory minimum social responsibility standards and adherence to this Code is supported by independent, third party audits on all overseas suppliers. Loblaw is also committed to traceability for all its seafood products, by increasing the number of stores and distribution centers that have chain-of-custody certification (necessary for in-store labelling of MSC and ASC products) and by implementing a robust traceability system for non-eco-certified products.

SeaChoice recommends that Loblaw re-introduce a description of its sustainable seafood program for customers in store, continue to improve its labelling by introducing information such as scientific name and harvest method on its fresh and private label seafood products, and its transparency by disclosing information about its product sourcing through initiatives like the Ocean Disclosure Project.

In the process of developing this profile, SeaChoice corresponded with Jennifer Lambert, Senior Manager of Sustainability at Loblaw Companies Limited.

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


Note that the KPIs changed from 2018 to 2019 to move the assessment of retailers' traceability commitments from a stand-alone KPI to a component of the scoring for the KPIs relating to 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**

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






**SCORING RATIONALE**


In 2009, Loblaw committed to procuring all of the seafood sold in its stores from sustainable sources by 2013 (for wild-caught seafood, meaning it is certified by the Marine Stewardship Council or an equivalent standard, and for farmed seafood, meaning it is certified by the Aquaculture Stewardship Council or an equivalent standard). All seafood is procured in line with Loblaw's environmental commitments and is supported by either third-party certified traceability (for eco-certified products) or Loblaw's traceability policy (for non-certified products; personal communication, J. Lambert, 18/03/2019). Note that Loblaw's sustainable seafood commitment does not include extend to Arz, T&T Supermarkets, Real Canadian Wholesale Club, franchised stores or Shoppers Drug Mart/Pharmaprix store.

**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**

Loblaws's social responsibility policy is laid out in their [Ethical Sourcing policy](#) and [Supplier Code of Conduct](#) which sets out minimum standards that suppliers must meet. The Code addresses child labour, forced labour, discrimination, abuse or harassment, freedom of association, employment laws and overtime, reasonable living wages, safe working conditions, environmental protection, treatment of animals, and ethical conduct. All suppliers must sign this Code and be willing to submit to social responsibility audits at source by an independent third party. Loblaws has a traceability policy in place to support this commitment.

**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).

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





National Average

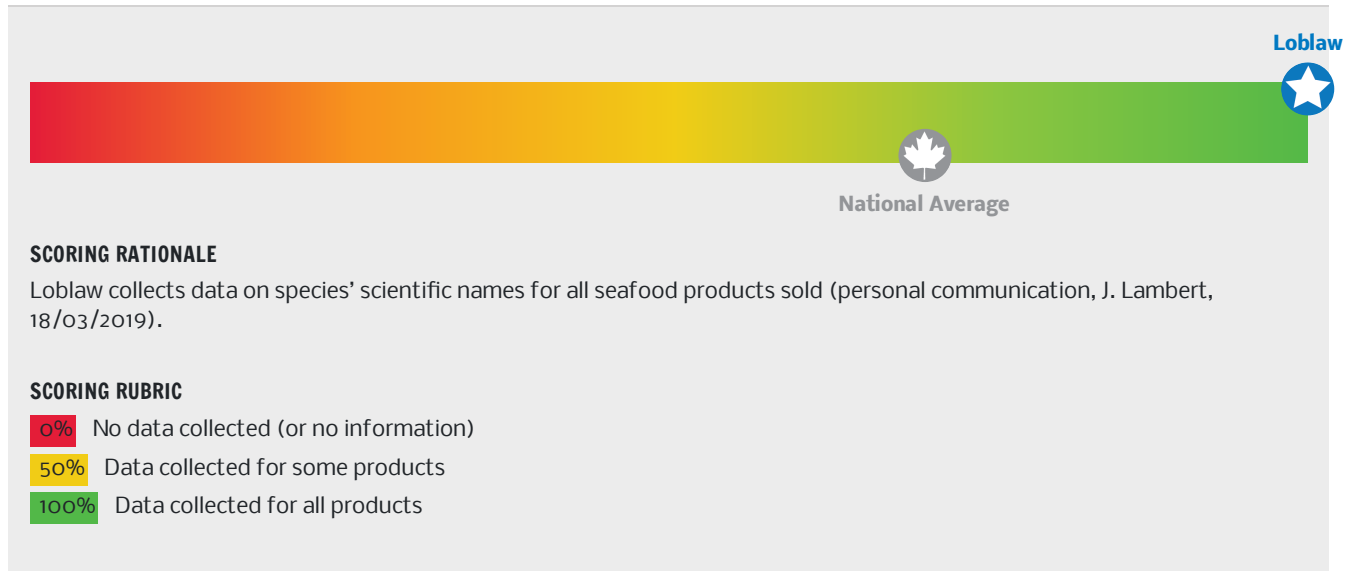
What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

The step score is based on the average of Step 2 key performance indicators (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

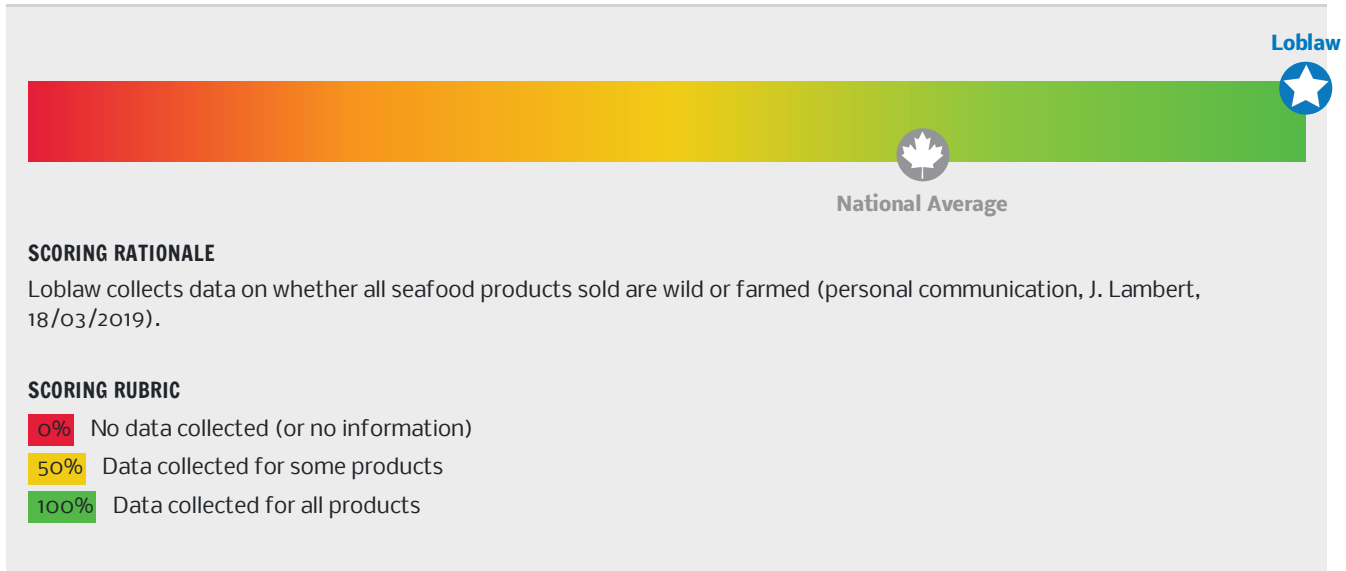
## 2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



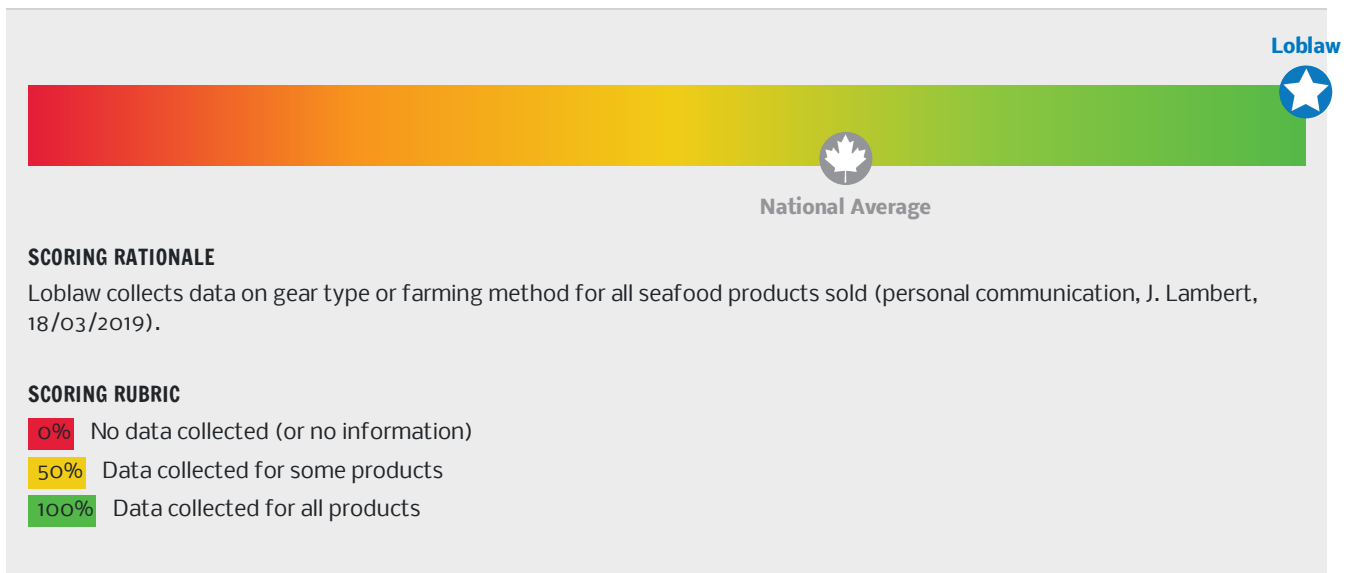
## 2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



### 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.

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**STEP ELEMENTS**

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




**SCORING RATIONALE**  
Loblaw conducts all sustainability assessments for potential products using in-house expertise and the expertise of its NGO partner, the World Wildlife Fund (WWF). Loblaw uses certifications programs, including MSC and ASC, and ranking systems such as Seafood Watch, to inform its purchasing decisions.

**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.**

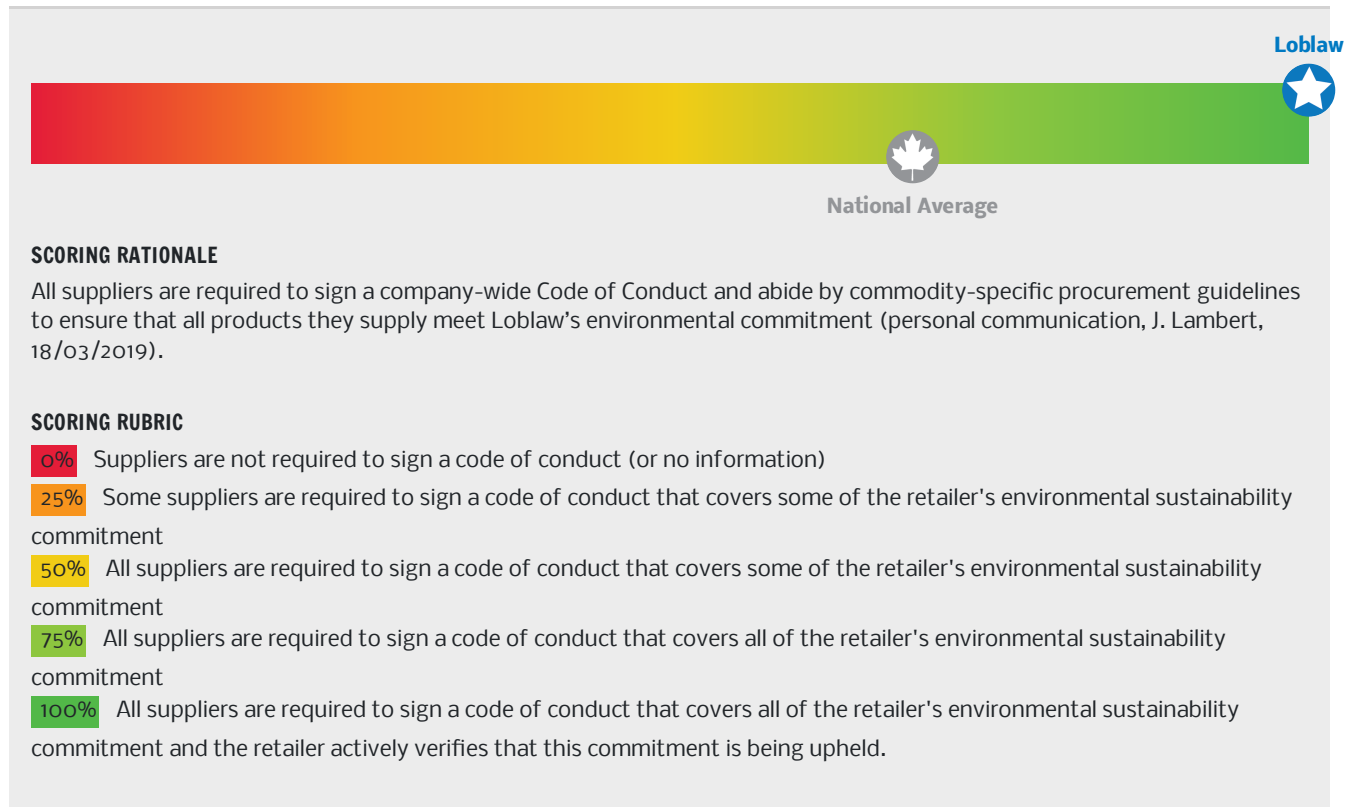


**SCORING RATIONALE**  
After Loblaw met its target in 2013, the commitments laid out at that time have been incorporated in all subsequent purchasing decisions and all seafood is now procured in line with Loblaw’s environmental and social commitments (personal communication, J. Lambert, 18/03/2019). Note that Loblaw’s sustainable seafood commitment does not include extend to Arz, T&T Supermarkets, Real Canadian Wholesale Club, franchised stores or Shoppers Drug Mart/Pharmaprix store..

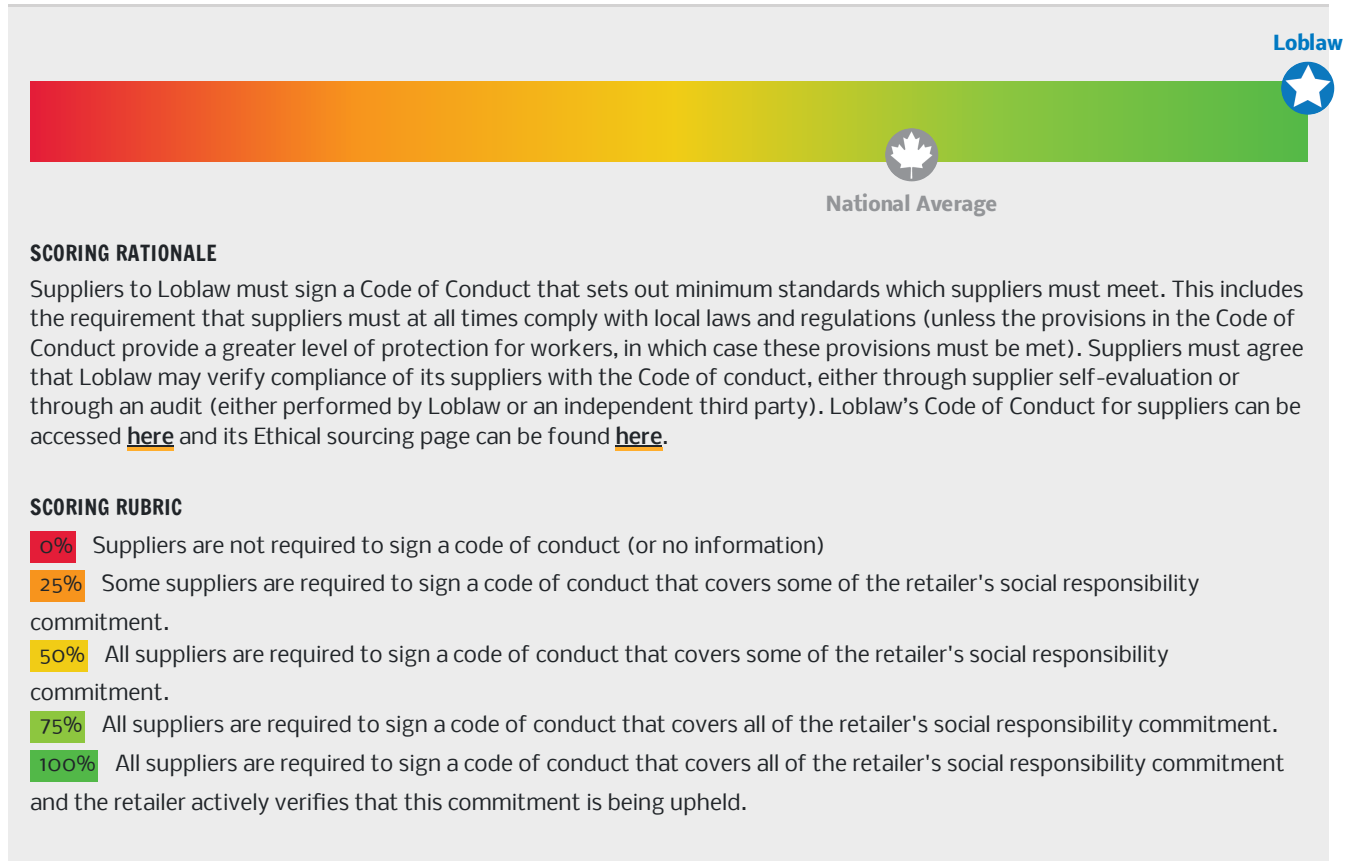
**SCORING RUBRIC**

- 0% Retailer has not reported in last three years how much of their seafood sold meets their sustainability commitment (or no information available)
- 25% 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

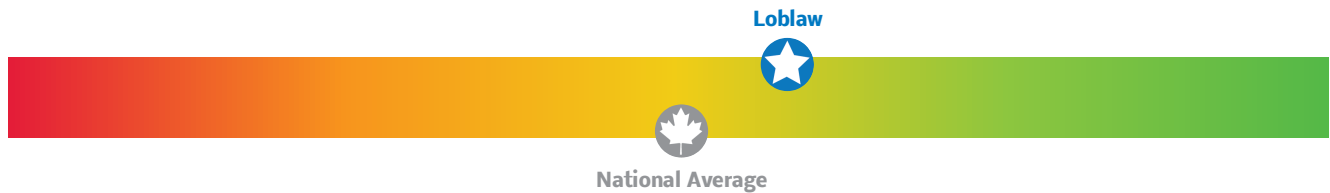
### 3.3 Suppliers are required to sign a code of conduct to uphold the retailer's environmental sustainability commitment.



### 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?

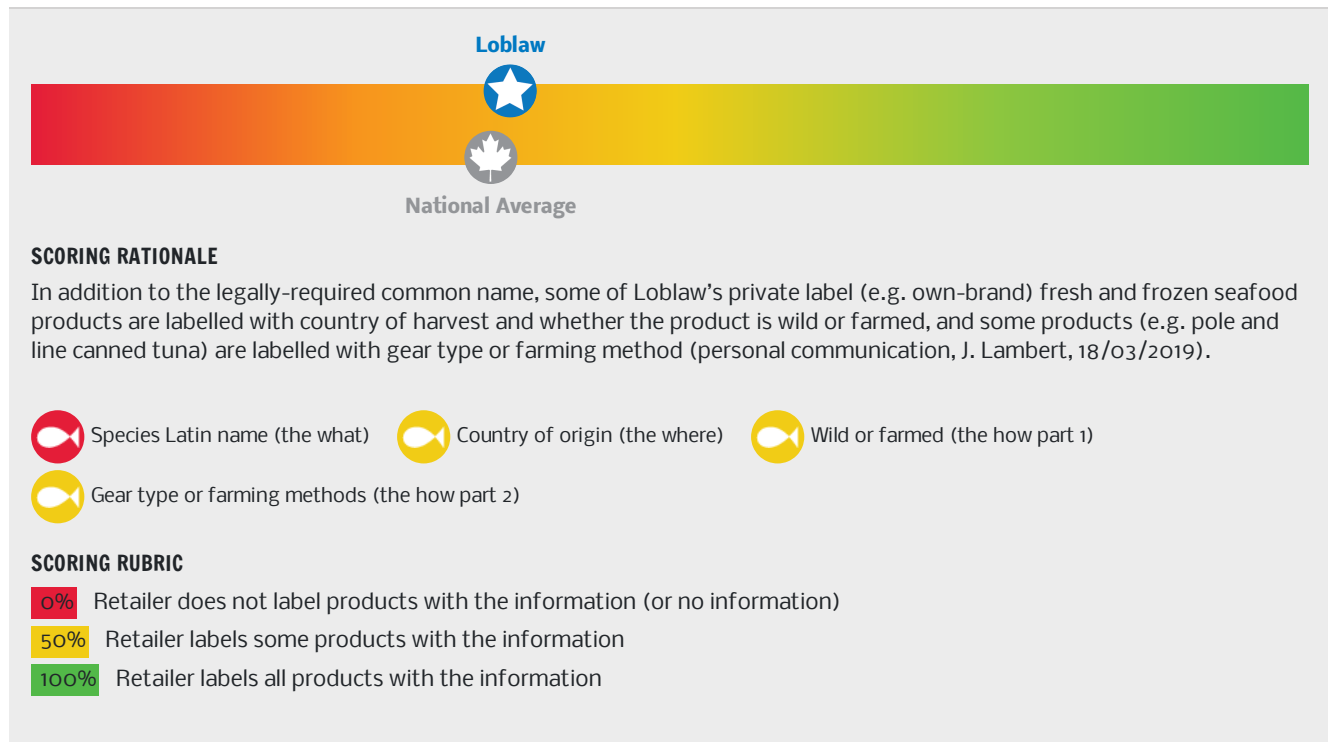
The step score is based on the average of Step 4 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

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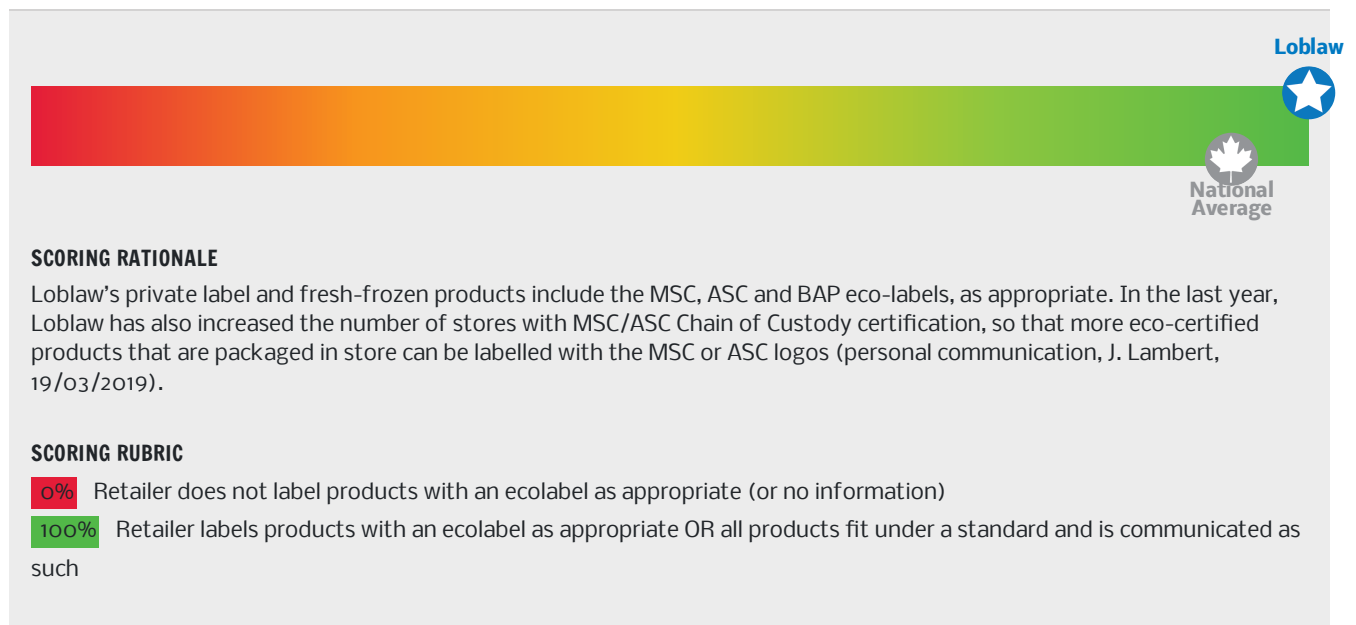
#### STEP ELEMENTS



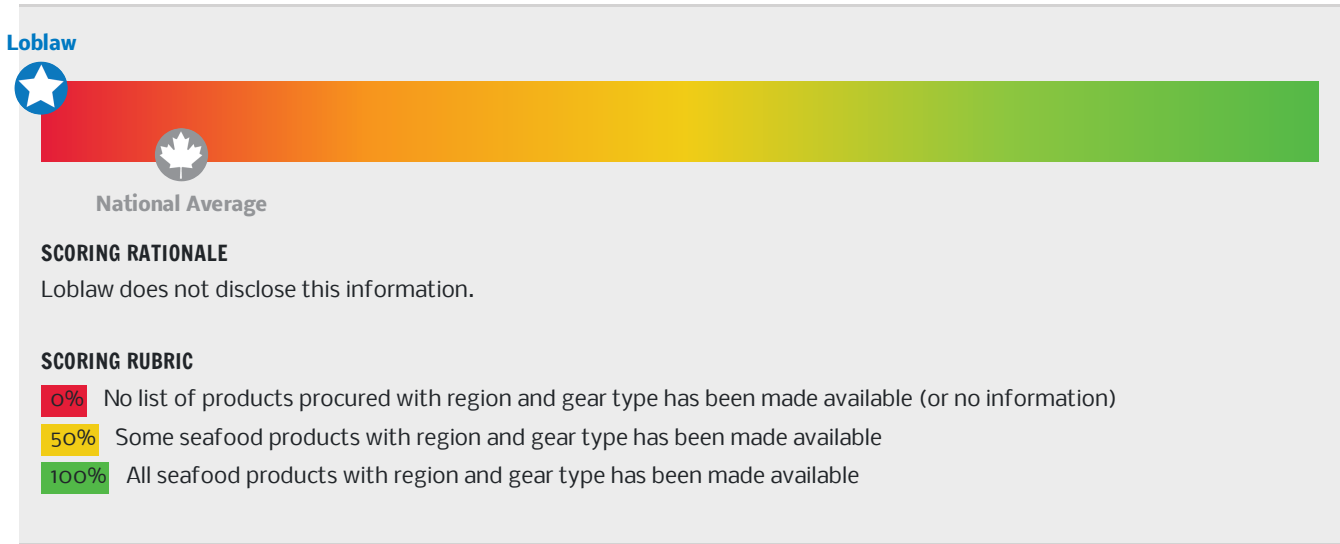
#### 4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species' scientific name), where (country or region of origin), and how (wild/farmed and harvest method)



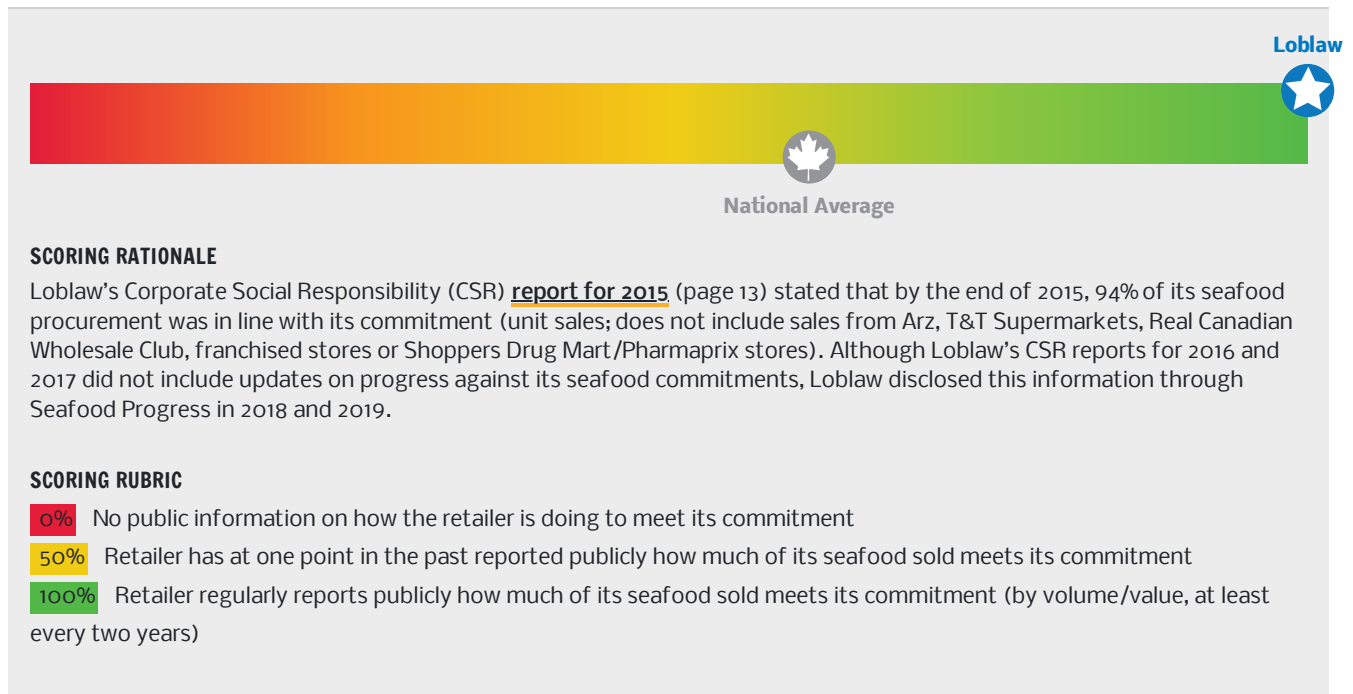
#### 4.2 Retailer labels products with an ecolabel, allowing consumers to make informed decisions OR all products fit under a standard and is communicated as such



**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.

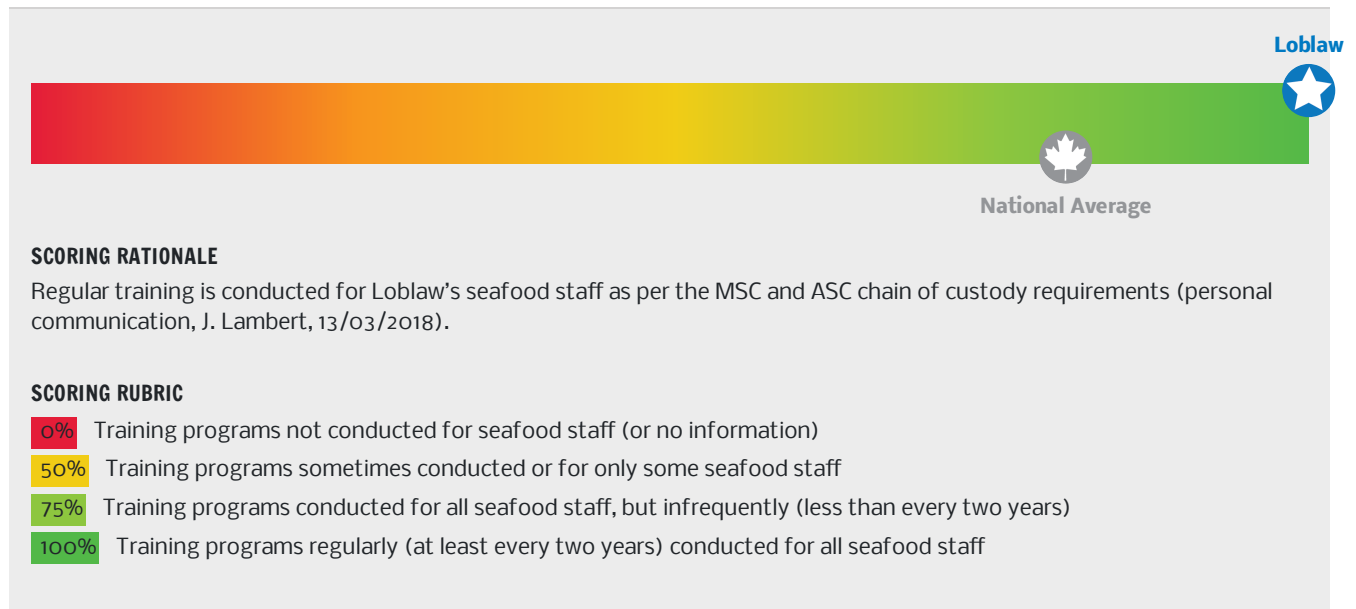
Note that KPI 5.3 changed in 2019 from “Suppliers are required to sign a Code of Conduct to uphold the retailer’s sustainable seafood policy” (now covered by KPIs 3.3 and 3.4) to an indicator of what actions retailers have taken to educate their suppliers/vendors about their sustainable seafood commitment.

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.

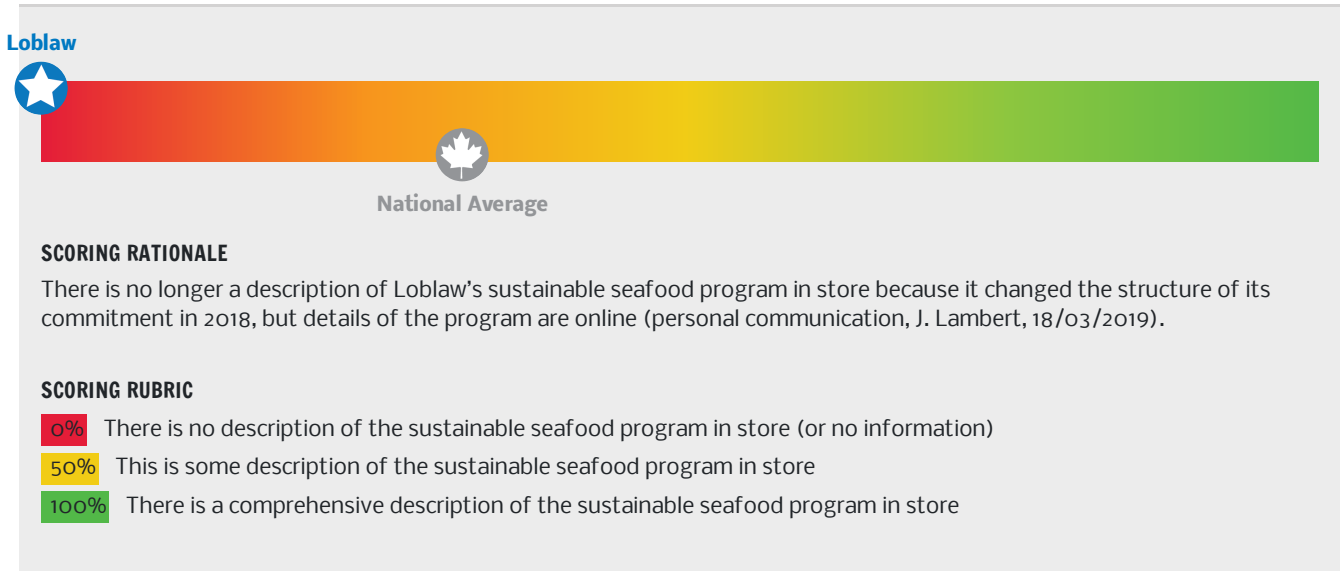
## STEP ELEMENTS

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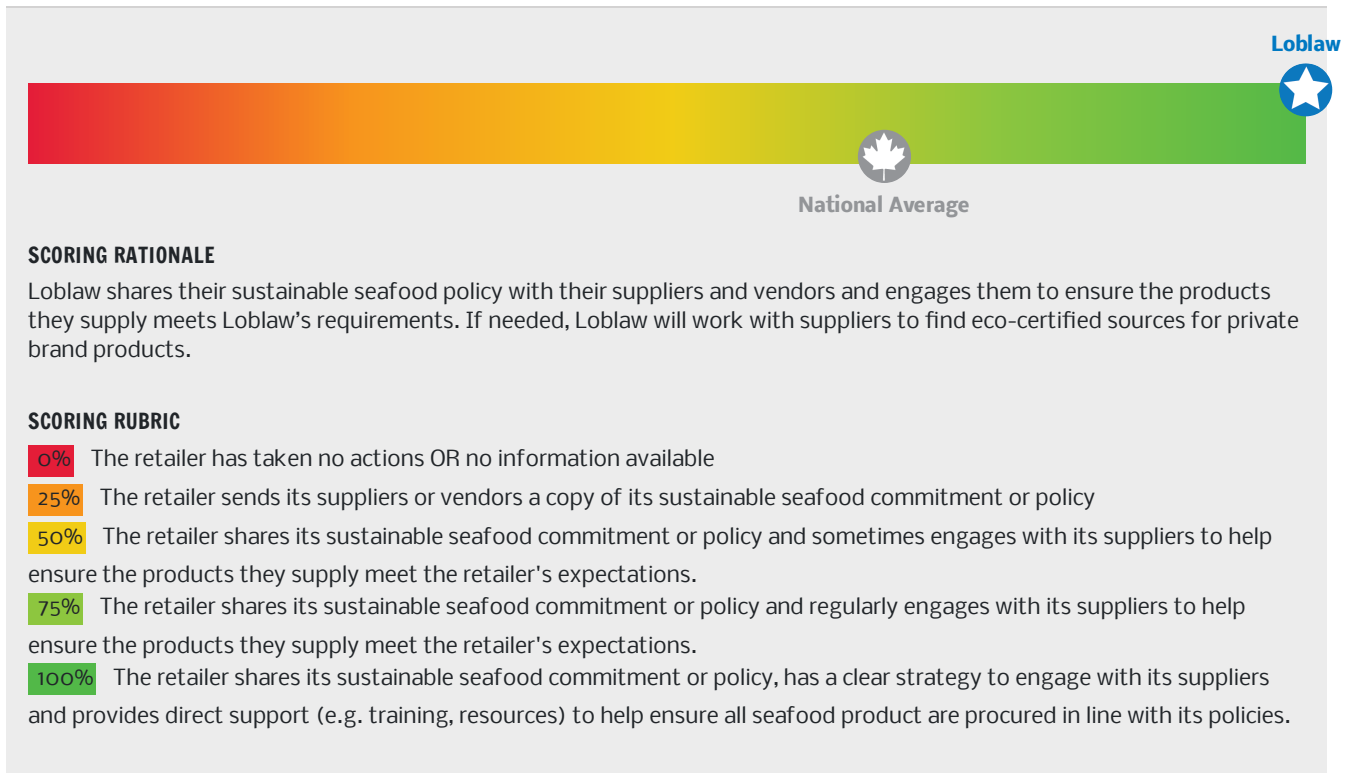
### 5.1 Training programs are conducted for seafood staff.



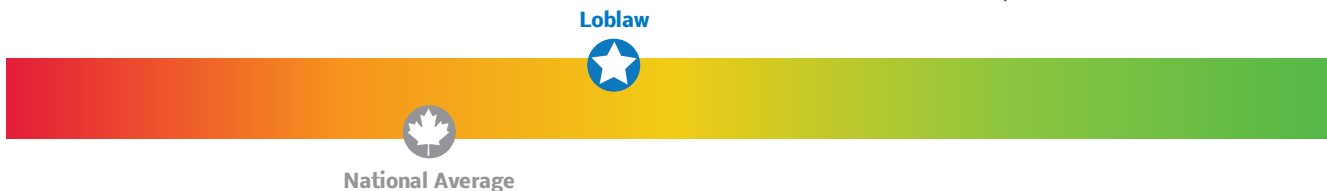
**5.2 There is a description of the retailer's sustainable seafood program for customers in store**



**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.

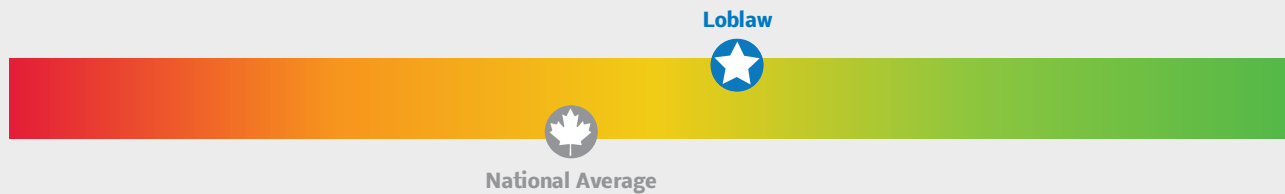
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#### **STEP ELEMENTS**

## 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?



### SCORING RATIONALE

Loblaw worked with the ASC and BAP certification standards on development and are now working on supply chain expansion. It preferentially sources ASC certified shrimp and prawns (which are also recommended by Ocean Wise) when available but note that currently there is a limited supply. When ASC certified products are not available, Loblaw sources shrimp and prawns that are at least BAP 2-star certified. All suppliers are required to meet Loblaw's general social responsibility commitments and traceability requirements (personal communication, J. Lambert, 18/03/2019).

- ✗ Only sells farmed shrimp and prawn 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)
- ✗ Outreach to policymakers to advocate for shrimp and prawn farming management to be more environmentally sustainable.
- ✗ 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 Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- ✓ Preferentially procures shrimp and prawns from sources that are either Recommended by Ocean Wise or Best Choice by Seafood Watch
- ✓ Preferentially sources from farms that are ASC or BAP certified
- ✓ 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
- 14% Retailer is engaged in one action to support improvement
- 26% Retailer is engaged in two actions to support improvement
- 43% Retailer is engaged in three actions to support improvement
- 57% Retailer is engaged in four actions to support improvement
- 71% Retailer is engaged in five actions to support improvement
- 85% Retailer is engaged in six 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?





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

