

SEAFOOD PROGRESS: CANADA SAFEWAY



Legacy report of this retailer's Seafood Progress profile as published in August 2020.

Report generated on: September 1st, 2020

REPORTING PERIOD

June 2019 - May 2020

LOCATION

British Columbia, Alberta, Saskatchewan, Manitoba and Ontario

NUMBER OF STORES

183

WEBSITE

<https://www.safeway.ca/>

RETAILER SNAPSHOT

Safeway is committed to not selling seafood products that have “major sustainability issues associated with them”. As examples, Safeway lists Bluefin tuna, Yellowfin tuna, Atlantic halibut, Chilean seabass, orange roughy, and all species of shark as products that it no longer sells. Instead, Safeway reports that it sells a variety of products that are recommended by Ocean Wise and that whenever possible, Safeway sources wild-caught products that have been certified by the Marine Stewardship Council (MSC) and farmed products that have been certified by the Aquaculture Stewardship Council (ASC) or Best Aquaculture Practices (BAP).

In terms of social responsibility, Safeway's commitment states that it will not source seafood “from suppliers known as harvesting through illegal, unreported or unregulated [IUU] fishing”. All suppliers to Safeways are required to sign Ocean Wise's code of conduct, and all suppliers of private label products must pass a risk assessment and sign a supplier agreement.

SeaChoice encourages Safeway to publish details on the international standards for social responsibility that inform its policy, its expectations for suppliers, and the measures it is taking to ensure traceability of products through its supply chain. SeaChoice also recommends that Safeway voluntarily include more information, such as scientific name and geographic origin, on its seafood labels so that its customers can purchase seafood that is in line with their values and preferences.

In the process of developing this profile, SeaChoice corresponded with: Michael Belbas, Fresh Seafood National Category Merchant; Dawn Snyder, Frozen and Processed Seafood National Category Merchant; and Claire Dawson, Ocean Wise Seafood Program Senior Accounts Specialist.

Note: Sobeys' parent company, Empire Company, bought Safeway Canada in 2013, but the seafood programs of Sobeys and Safeway have some differences. For example, Safeway sells Sobeys' private label brands in its stores, but Safeway is partnered with the Ocean Wise Seafood Program, and not all of Sobeys stores are on the program.

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

Canada Safeway



National Average

Does the policy include time-bound objectives for addressing environmental issues, social concerns and traceability?

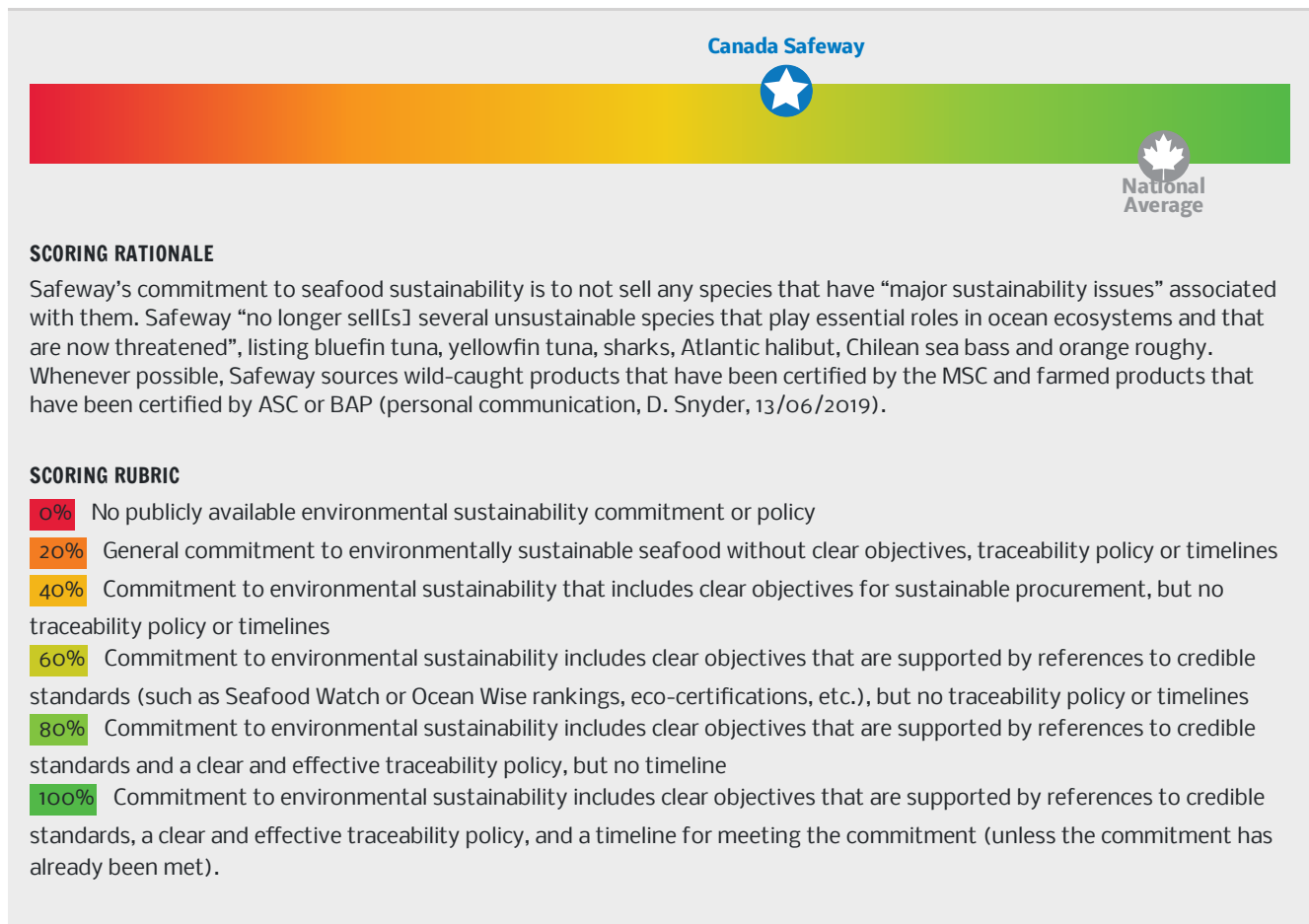
The step score is based on the average of Step 1 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

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



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

Canada Safeway

National Average

SCORING RATIONALE

Safeway’s public commitment states that it will not source seafood “from suppliers known as harvesting through illegal, unreported or unregulated [IUU] fishing”. However, Safeway falls under Sobeys’ policy umbrella and adheres to the same social responsibility policy (personal communication, D. Snyder, 24/06/2019): “Sobeys requires that suppliers operating in countries at risk for social compliance issues, provide independent audits as proof that their operations meet [their] expectations”. These expectations include that people involved in the catching, farming and processing of seafood do so under “accepted global standards for safe and fair working conditions”.

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?

Canada Safeway

National Average

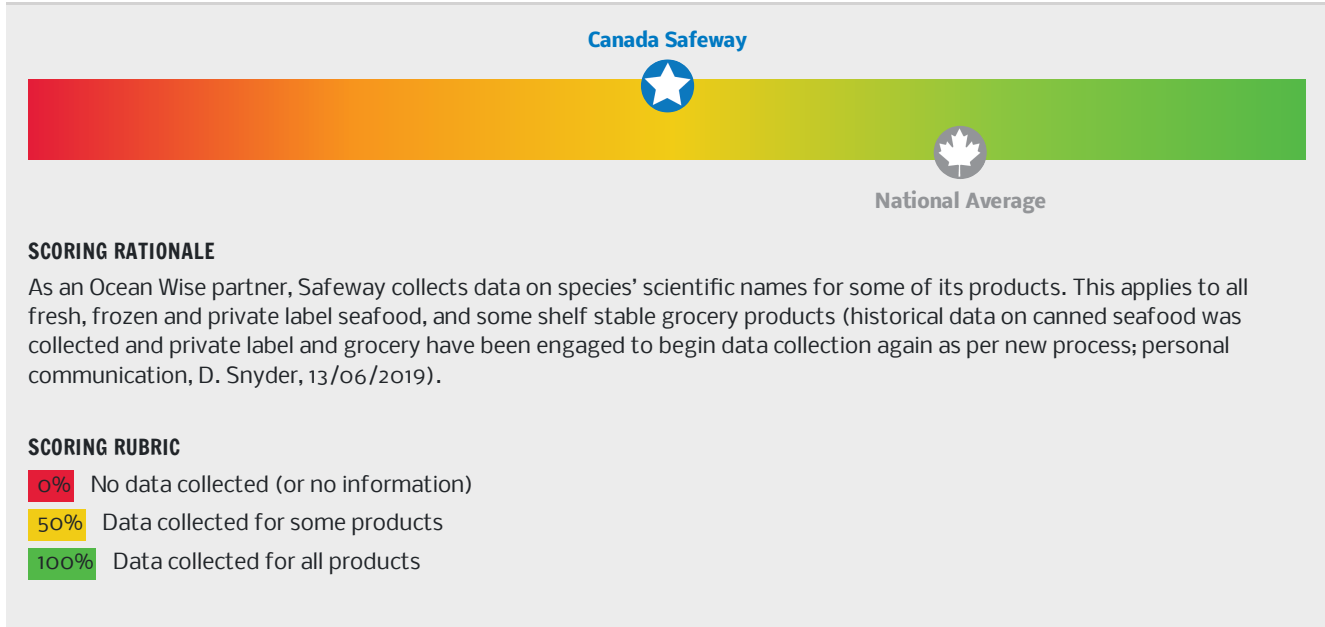
What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

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.

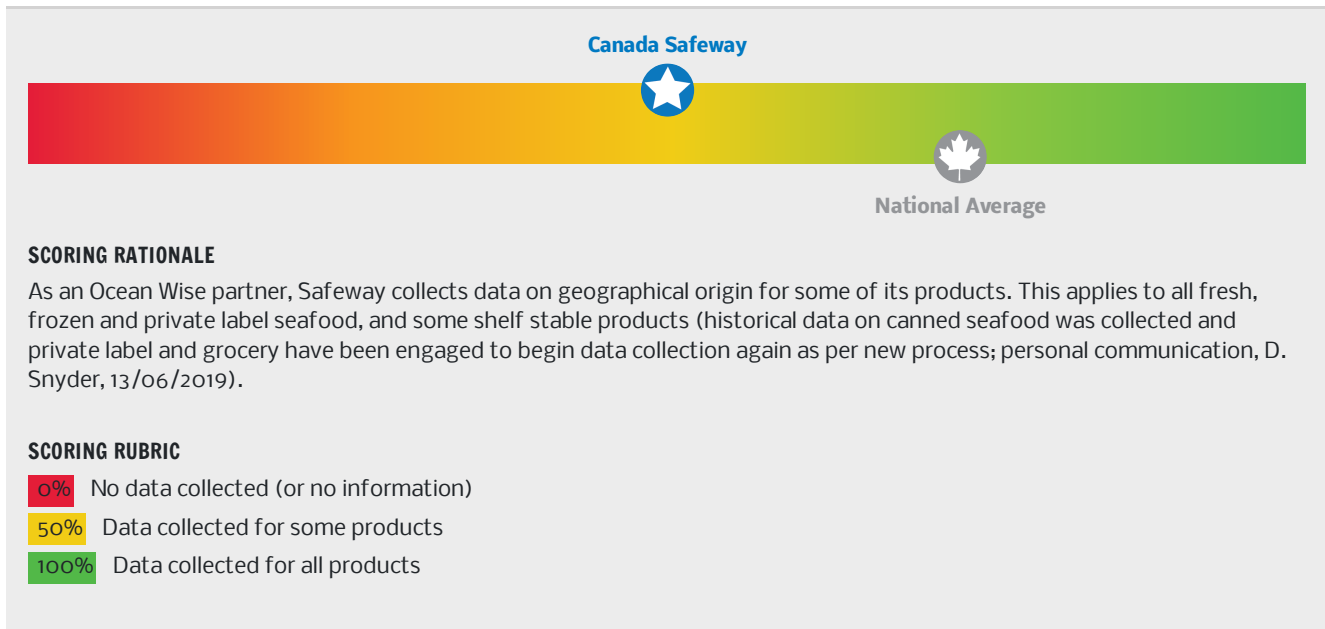
If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the ‘June 2019’ button below the score bar.

STEP ELEMENTS

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



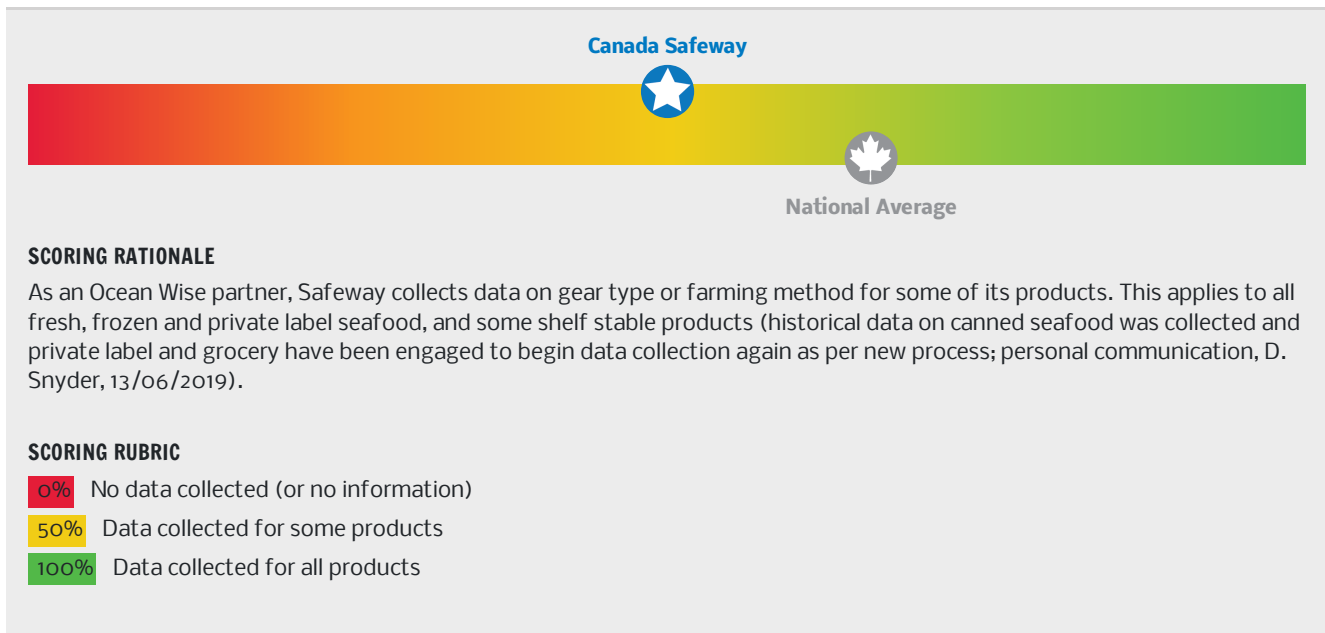
2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



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.

Canada Safeway

National Average





SCORING RATIONALE
Safeway sources some seafood products that are Recommended by the Ocean Wise seafood program.

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.

Canada Safeway

National Average

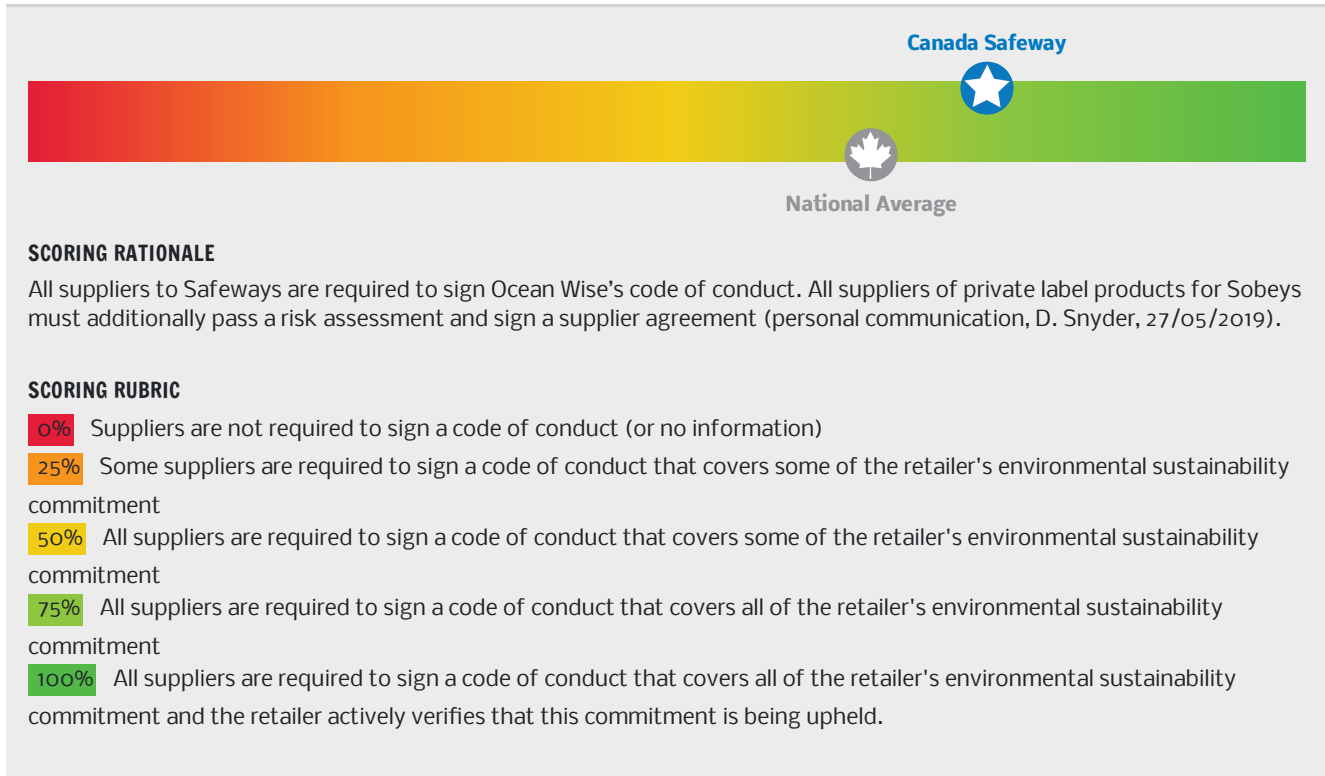


SCORING RATIONALE
SeaChoice’s [press release](#) from 2016 congratulates Safeway on achieving 92% of its seafood commitment at the end of 2015. However there has been no public report of performance against Safeway’s seafood sustainability commitment in the last three years.

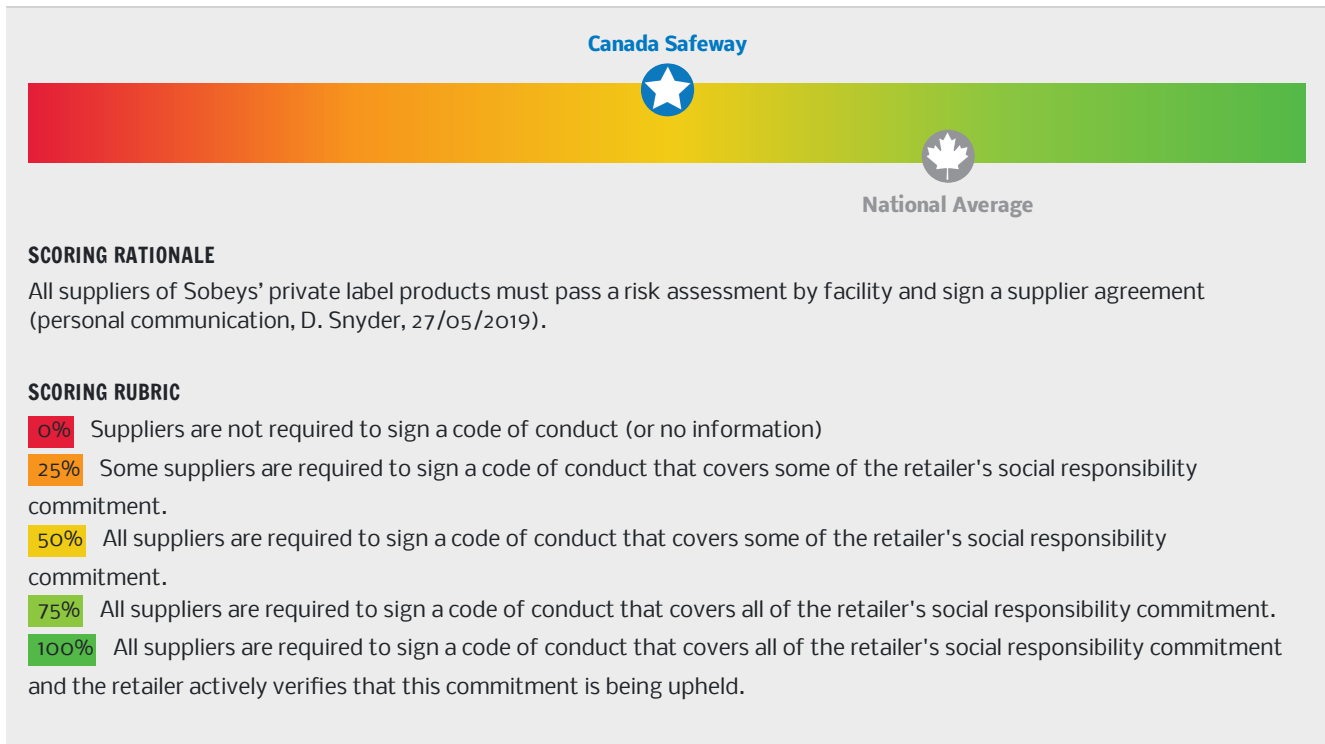
SCORING RUBRIC

- 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)

Canada Safeway

SCORING RATIONALE

Safeway labels all its products with common name as required by the Canadian Food Inspection Agency seafood labelling guidelines, and for some products, indicates whether it is wild or farmed. Safeway is currently looking into how it can include more information on its seafood labels (personal communication, D. Snyder, 27/05/2019).

Species Latin name (the what)

Country of origin (the where)


Wild or farmed (the how, part 1)


Gear type or farming methods (the how, part 2)


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



Canada Safeway 





National Average


SCORING RATIONALE
Safeway labels its products with eco-labels including Ocean Wise, MSC and BAP as applicable (personal communication, D. Snyder, 27/05/2019).


SCORING RUBRIC

-  0% Retailer does not label products with an ecolabel as appropriate (or no information)
-  100% Retailer labels products with an ecolabel as appropriate 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)




Canada Safeway 




National Average

SCORING RATIONALE
Safeway does not currently disclose this information.

SCORING RUBRIC

-  0% No list of products procured with region and gear type has been made available (or no information)
-  50% Some seafood products with region and gear type has been made available
-  100% All seafood products with region and gear type has been made available

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?

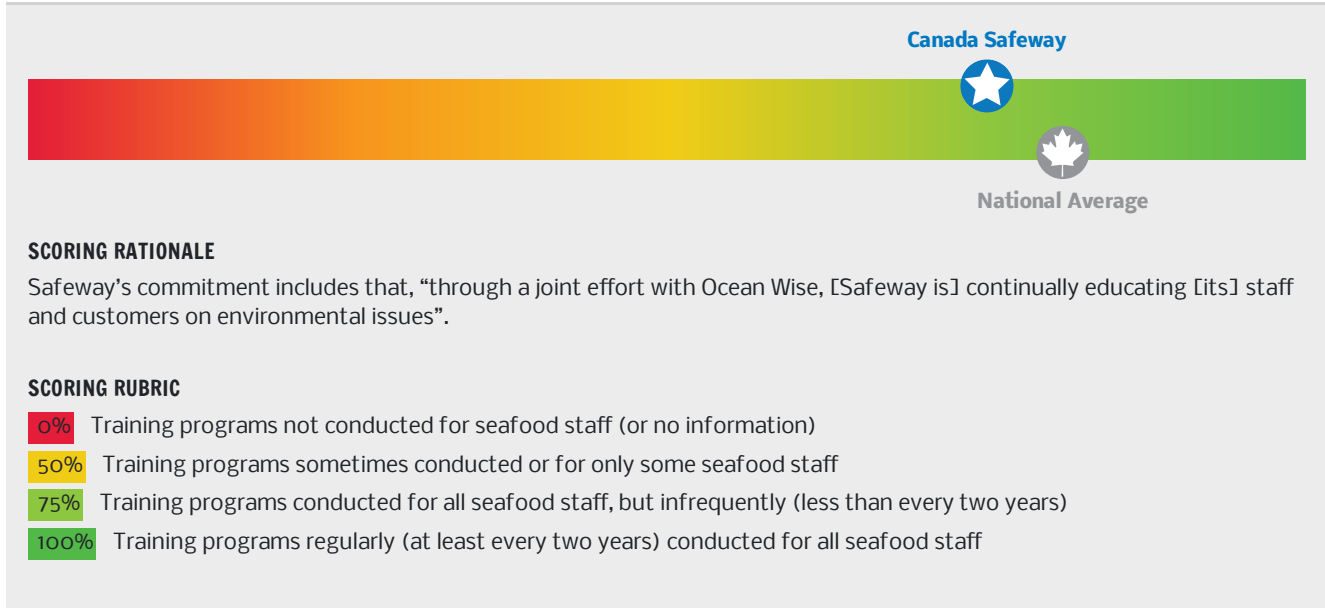
The step score is based on the average of Step 5 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

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.



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.

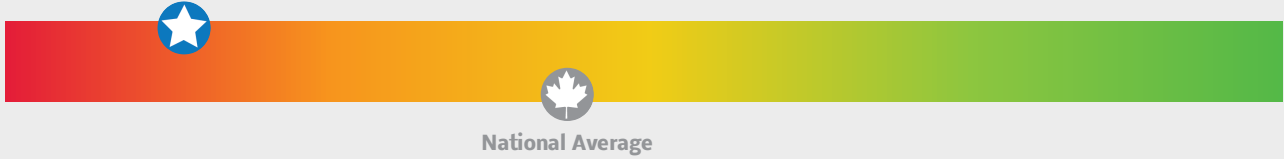
Note that this Step was changed significantly in 2019 to introduce two additional 'Support Improvement' actions for each of the Priority Seafood products. This means that if a retailer was engaged in the same actions in 2019 as in 2018, and no more, their score will appear to have decreased). Additionally, 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)?

Canada Safeway



SCORING RATIONALE

Safeway’s private label farmed salmon products are sourced from Atlantic Canada and are Best Aquaculture Product (BAP) 4 star certified. Safeway also offers alternative product options, including salmon farmed in closed containment facilities, organic and antibiotic-free salmon, and similar species such as farmed Arctic char or trout. Safeway has worked with its National Atlantic Salmon supplier to assess their practices in coordination with third party NGOs (personal communication, D. Snyder, 24/06/2019).”

- 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)
- Outreach to policymakers to advocate for salmon farming management to be more environmentally sustainable.
- Collaborating with other companies pre-competitively to improve salmon aquaculture practices
- Works with suppliers or producers directly to improve salmon 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 farmed salmon from sources that are either Recommended by Ocean Wise or ranked Best Choice by Seafood Watch
- Preferentially sources from farms that are ASC certified
- 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
- 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 improvement activities or doesn't sell the product
- 85% Retailer is engaged in six 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?





National Average

SCORING RATIONALE

Safeway has been encouraging its tuna suppliers to move towards more sustainable tuna fishing practices. Its main tuna supplier Clover Leaf is now committed to 100% FAD-free skipjack tuna by 2022 (personal communication, D. Snyder, 13/06/2019).

- 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.
- 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 Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- Preferentially sources from more sustainable sources that are either Recommended by Ocean Wise or Best Choice by Seafood Watch
- Preferentially sources from fisheries that are MSC 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

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

