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?



National Average

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

Canada Safeway - SeaChoice

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 standalone 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

Safeway's commitment to seafood sustainability is to not sell any species that have "major sustainability issues" associated with them. Safeway "no longer sell[s] several unsustainable species that play essential roles in ocean ecosystems and that are now threatened", listing bluefin tuna, yellowfin tuna, sharks, Atlantic halibut, Chilean sea bass and orange roughy. Whenever possible, Safeway sources wild-caught products that have been certified by the MSC and farmed products that have been certified by ASC or BAP (personal communication, D. Snyder, 13/06/2019).

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

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?



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"



SCORING RATIONALE

As an Ocean Wise partner, Safeway collects data on species' scientific names for some of its products. This applies to all fresh, frozen and private label seafood, and some shelf stable grocery products (historical data on canned seafood was collected and private label and grocery have been engaged to begin data collection again as per new process; personal communication, D. Snyder, 13/06/2019).

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"



SCORING RATIONALE

As an Ocean Wise partner, Safeway collects data on geographical origin for some of its products. This applies to all fresh, frozen and private label seafood, and some shelf stable products (historical data on canned seafood was collected and private label and grocery have been engaged to begin data collection again as per new process; personal communication, D. Snyder, 13/06/2019).

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"

Canada Safeway
National Average

SCORING RATIONALE

As an Ocean Wise partner, Safeway collects data on whether products originate from wild-caught or farmed sources for some of its products. This applies to all fresh, frozen and private label seafood, and some shelf stable products (historical data on canned seafood was collected and private label and grocery have been engaged to begin data collection again as per new process; personal communication, D. Snyder, 13/06/2019).

SCORING RUBRIC

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

2.4 Retailer collects data on the gear type or farming methods for seafood products being sold - the "how"



SCORING RATIONALE

As an Ocean Wise partner, Safeway collects data on gear type or farming method for some of its products. This applies to all fresh, frozen and private label seafood, and some shelf stable products (historical data on canned seafood was collected and private label and grocery have been engaged to begin data collection again as per new process; personal communication, D. Snyder, 13/06/2019).

SCORING RUBRIC

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

STEP 3: IS THE RETAILER MAKING RESPONSIBLE SOURCING DECISIONS?



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

Canada Safeway - SeaChoice

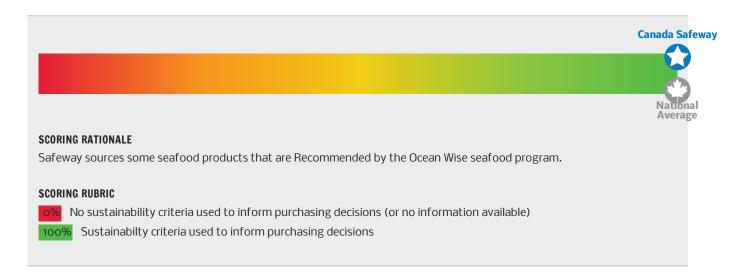
The step score is based on the average of Step 3 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

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.



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

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

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.

Canada Safeway
National Average
SCORING RATIONALE All suppliers to Safeways are required to sign Ocean Wise's code of conduct. All suppliers of private label products for Sobeys must additionally pass a risk assessment and sign a supplier agreement (personal communication, D. Snyder, 27/05/2019).
SCORING RUBRIC
o% 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.

Canada Safeway				
National Average				
SCORING RATIONALE				
All suppliers of Sobeys' private label products must pass a risk assessment by facility and sign a supplier agreement (personal communication, D. Snyder, 27/05/2019).				
SCORING RUBRIC				
o% 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.				
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?

Canada Safeway



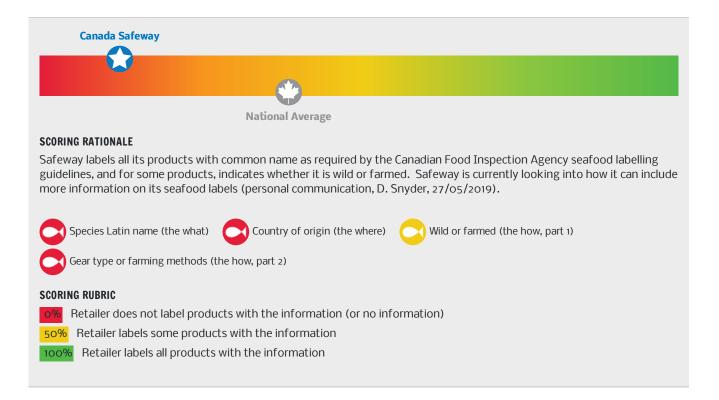
Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

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.

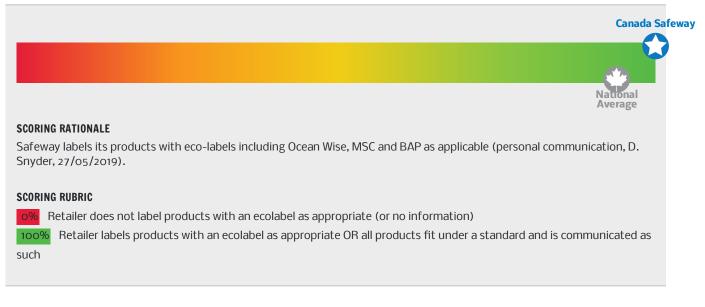
If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

STEP ELEMENTS

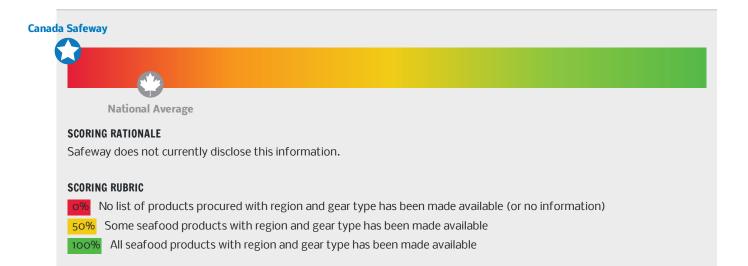
4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species' scientific name), where (country or region of origin), and how (wild/farmed and harvest method)



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?

Canada Safeway

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 (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.

Canada Safeway				
National Average				
SCORING RATIONALE				
Safeway's commitment includes that, "through a joint effort with Ocean Wise, [Safeway is] continually educating [its] staff and customers on environmental issues".				
SCORING RUBRIC				
o% 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				

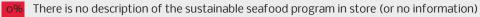
5.2 There is a description of the retailer's sustainable seafood program for customers in store



SCORING RATIONALE

Safeway seafood counters usually include information that tells customers it is an Ocean Wise partner and where to look online for more information about the Ocean Wise Seafood Program, but beyond this there is no detail about Safeway's sustainable seafood program.

SCORING RUBRIC



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.



SCORING RATIONALE

Safeway sends its suppliers and vendors a copy of its sustainable seafood policy after every revision to ensure it is up to date. Safeway also engages with its vendors to discuss sourcing and sustainability issues on key species as often as resources allow (personal communication, D. Snyder, 24/06/2019).

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 an and the diserventer of the basic section of the later of 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?



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)?



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)."

xOnly 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)

XOutreach to policymakers to advocate for salmon farming management to be more environmentally sustainable.

XCollaborating with other companies pre-competitively to improve salmon aquaculture practices

 \checkmark Works with suppliers or producers directly to improve salmon farming practices

 ${\it x}^{\rm Refrains}$ from advertising versions of this product that are Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch

 $\mathbf{x}^{\text{Preferentially}}_{\text{Choice by Seafood Watch}}$

xPreferentially sources from farms that are ASC certified

XSourcing decisions also prioritize products with high levels of social responsibility and traceability

SCORING RUBRIC

- 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?



SCORING RATIONALE

Safeway's private label farmed shrimp is minimum BAP 2 star certified, and for some products it is preferentially sourcing ASC certified shrimp. Safeway worked with its Wild Argentinian Shrimp suppliers to enter Fisheries Improvement Projects that led to these fisheries becoming Ocean Wise Recommended (personal communication, D. Snyder, 24/06/2019).

xOnly 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.

XCollaborating 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

 $_{\rm x}$ Refrains from advertising versions of this product that are Not Recommended by Ocean Wise and/or ranked Avoid $_{\rm x}$ by Seafood Watch

 ${\bf x}^{\rm Preferentially}$ procures shrimp and prawns from sources that are either Recommended by Ocean Wise or Best ${\bf x}^{\rm Choice}$ by Seafood Watch

 \checkmark Preferentially sources from farms that are ASC or BAP certified

XSourcing decisions also prioritize products with high levels of social responsibility and traceability

SCORING RUBRIC

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?



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).

x^{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)

 $x^{\rm Outreach}$ to policymakers to advocate for skipjack fishing methods and management to be more environmentally sustainable.

XCollaborating with other companies pre-competitively to improve skipjack fishery management practices

✓ Works with suppliers or producers directly to improve skipjack fishing practices

 $\mathbf{x}^{\rm Refrains}_{\rm v}$ from advertising versions of this product that are Not Recommended by Ocean Wise and/or ranked Avoid $\mathbf{x}^{\rm v}_{\rm by}$ Seafood Watch

 ${\it x}^{\rm Preferentially}$ sources from more sustainable sources that are either Recommended by Ocean Wise or Best Choice ${\it x}^{\rm by}$ Seafood Watch

xPreferentially sources from fisheries that are MSC certified

XSourcing decisions also prioritize products with high levels of social responsibility and traceability

SCORING RUBRIC

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?

 Canada Safeway	

National Average

SCORING RATIONALE

Safeway helps support fisheries that are engaged in improvement projects by committing to sourcing from them as long as the improvements continue. Safeway also supports improvement in seafood commodities by preferentially sourcing Ocean Wise Recommended products and sourcing from fisheries and farms that are certified by the MSC and ASC.

x^{Only} sells versions of this product that meet the highest bars for sustainability, i.e. are certified by MSC/ASC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts)

 $x^{\rm Outreach}$ to policymakers to advocate for harvest or farming method and management to be more environmentally sustainable.

XCollaborating with other companies pre-competitively to improve fishing or aquaculture practices

 \checkmark Works with suppliers or producers directly to improve fishing or farming practices

 ${\it x}^{\rm Refrains}$ from advertising versions of this product that are Not Recommended by Ocean Wise and/or ranked Avoid ${\it x}^{\rm by}$ Seafood Watch

 \swarrow Preferentially sources from more sustainable sources that are either Recommended by Ocean Wise or Best Choice by Seafood Watch

✓ Preferentially sources from fisheries/farms that are MSC/ASC certified

XSourcing decisions also prioritize products with high levels of social responsibility and traceability

SCORING RUBRIC

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 four actions to support improvement
- 85% Retailer is engaged in four actions to support improvement
- 100% Retailer is engaged in all support improvement activities